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The examination of the antecedents of consumer attitude toward global brands from perspective of Turkish culture

Abstract

The purpose of this study is to examine the relationship between attitudinal antecedents (global consumption orientation, materialism, susceptibility to normative influence and ethnocentrism), macro factors (exposure to global mass media, globalizing travel influences) and consumer's preference for global brands.

The paper presents an empirical research in Istanbul (Turkey). To test the hypothesized associations the survey was performed among academic personnel who work in two universities in Istanbul.

The empirical findings show that all factors apart from "susceptibility to normative influence" factor impact on consumer's attitude toward the global brands.

This paper presents the useful implementations for researchers and practitioners. The study findings could provide implications for understanding the relationships among attitudinal antecedents, macro factors and consumer's preference for global brands.

Keywords: global consumption orientation, global mass media, globalizing travel, materialism, ethnocentrism, global brands.

Introduction

In recent years, the world has been globalized because of worldwide investment, production and marketing, advances in telecommunication technologies and increases in world travel. These dramatic developments are shaping the global landscape. In terms of marketing, these developments are expanding the range of information available to consumers, changing the ways they think about products, impacting the choices they make, and changing the ways firms compete (Craig and Douglas, 2000). Against this backdrop of continual change, a source of constancy is the brands that a firm offers to its customers. The changes are exerting considerable pressure for firms to develop global brands. Therefore, it's important to look at the critical factors that shape consumer preferences toward global brands for developing successful global brands. In a very broad sense, one of the forces in the environment that are facilitating the emergence of global brands is cultural globalization.

According to cultural globalization theory, globalization leads to the creation of a "global consumer culture" (Ozsomer and Simonin, 2004). Large number of people around the world are substituting globally diffused consumer images, symbols and preferences that flow primarily from the West (Zhou and Belk, 2004) for those from their traditional, local cultures (Holton, 2000). However, some scholars have argued that local cultures has a very powerful influence (Ural, 2008; Turner, 2003). Desire of many consumers to maintain local culture continues and they reject influences perceived as global. Many people prefer local

consumption imagery because they more easily identify with local lifestyles, values, attitudes and behaviors (Crane, 2002). The other group of scholars argue that together global and local cultural influences are shaping consumer's consumption behavior (Alden et al., 2006). Appadurai (1990) believes that global cultural forces tend to become indigenized in one way or another. Ritzer (2003, p.193) refers to this process as "glocalization". He defined this concept as "the interpenetration of the global and the local, resulting in unique outcomes in different geographic areas". From the point of view of glocalization, Alden et al. (2006) express that people integrates element of global culture to a greater or lesser degree into local culture. As opposed to modernization theory, which predicts unyielding standardization, some globalization theorists (e.g., Turner, 2003; Salcedo, 2003) refer to "liquid differentiation" that results from the "differentiation of modernity and rise of hybrid cultures".

It is important to recognize that the extent to which a given consumer expresses globalized, glocalised and localized preference depends on multiple factors, e.g., consumption category and goal (Alden et al., 2006). However, attitudinal consistency also seems likely across consumption contexts (Zhou and Belk, 2004). Therefore, *global consumption orientation* (GCO) concept defined by Alden et al. (2006) may be a very useful tool for determining attitudinal responses to the global diffusion on consumption choices of consumers. On the other hand, macro factors such as exposure to global mass media and globalizing travel influences as well as individual dispositions such as materialism, susceptibility to normative influence (SNI), and ethnocentrism (CET) may be antecedents of consumer's attitude toward the global brands.

The central motivation for this study is to test potential antecedents of consumer's attitude toward the global brands. We examined the relationships between the antecedents (global consumption orientation, exposure to global mass media, globalizing travel influences, materialism, susceptibility to normative influence and ethnocentrism) and consumer's attitude toward the global brands.

1. Turkish culture

In Turkey, open economic model has been applied since 1980. In the last three decade, many of global brands have entered Turkey's markets. Further, intensive immigration from rural to urban regions of the country is living. Because of Turkey's rapid economic development and recent openness to global influences and brands, Turkey is a valuable test site for this study.

When the social, cultural and demographic environmental factors are analyzed for Turkey, it can be implied that the existent customers are willing to buy well-known brands. Additionally, by looking at the political, legal, and government factors of the country, it can be stated that Turkey's economy is the potential market for global brands. Therefore, it is supposed that Turkey has an emerging economy and have market niches especially in terms of retail industry.

Moreover, Turkey has free and full repatriation of capital, technical fee, royalty and dividends and foreign brand names are freely used in the country. Besides, the country has a strategic location and access to different European and Asian markets. Additionally, Turkey has a large and rapidly growing consumer market with a population constituting the market for branded consumer goods. Thus, it can be suggested that demand for global brands has high potential to increase.

2. The conceptual model

There have been several excellent reviews of consumption theory, recently. Wilk (2002) has classified consumption theories for the sake of clarity into three basic categories: *individual choice theories*, *social theories* and *cultural theories*. *Individual choice theories* are primarily concerned with consumption as needs-driven behavior. Needs are produced by internal psychological and cognitive processes, leading to choices within a marketplace of possibilities. For adults, therefore, advertising and media should be seen mainly as a source of information, which people may use to make decisions, and persuasion that plays on psychological needs. *Social theories* of consumption see consumption as a group phenomenon, a form of collective behavior that helps form groups and signal membership (Burrows

and Marsh, 1992). From this perspective, the role of the media is to provide images that reinforce identities and provide reference groups. People choose media that fit their group characteristics. Advertising can manipulate these roles, by encouraging emulation of higher status groups, and associating brands and styles with particular social groups. *Cultural theorists* see consumption as a form of symbolic behavior that creates and expresses meaning and identity (Holbrook, 1991; Douglas and Isherwood, 1979). People use goods to communicate to others, to express feelings, and to create a culturally ordered environment. Most theorists argue that in modern societies mass consumer goods bought in the market have increasingly displaces local, indigenous, creative rituals, objects, and meanings. Terms like ideology, semiotics, custom, and worldview are hallmarks of cultural approach. From this perspective, the mass media are themselves cultural creations that reflect a worldview, but can also displace local cultural expressions with national or global ones. People may resist by appropriating or challenging mass media as well. Advertising does the opposite, hijacking cultural themes and meanings in order to make particular goods and services desirable".

Consequently, our understanding given rise from these three consumption theories, there are multiple determinants of consumption, operating at different conceptual levels. This study is grounded on cultural theory.

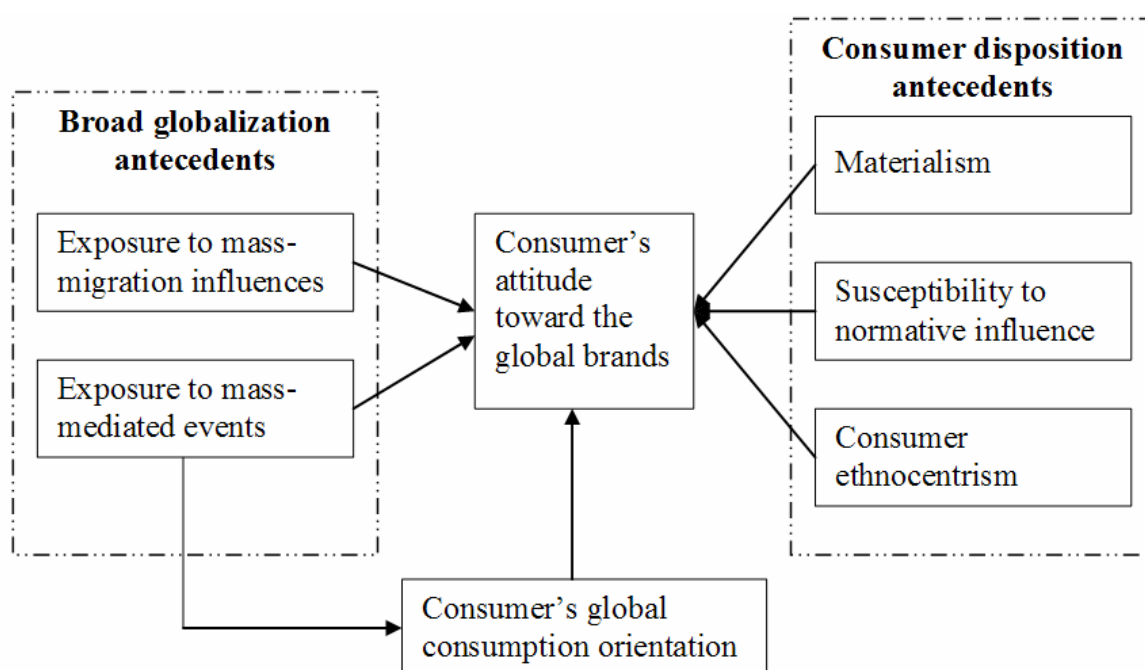
Culture is the prime determinant of consumers' attitudes, behaviors, lifestyles, and the needs that consumers satisfy through the acquisition and use of goods and services. Culture is a learned, transmitted, and shared phenomenon (Cleveland and Laroche, 2007). From a social phenomenon standpoint, culture is an amalgamation of individual processes (including individual expressions of identity and affiliation (Roosens, 1995). The transmission of culture does not occur genetically; therefore, any human being that is in the right place at right time can technically acquire culture. Culture constantly evolves due to either internal dynamics or external forces (Venkatesh, 1995). Across different times and places, some cultures change more quickly than others, and some cultures are more open or resistant to change. Culture change today results from immigration, international trade and finance, global media and technological flows, and business travel and tourism.

Acculturation refers to the process in which individuals learn and adopt the norms and values of a culture different than the one in which they grew up. Taking the view multifaceted phenomenon and bidirectional models (Berry, 1980; Mendoza and Martinez, 1981; Laroche et al., 1997; Phinney, 1990), acculturation should be assessed based on the influence of the

home culture (i.e., the degree to which the individual retains his/her culture of origin and/or identification) and host culture (i.e., the degree to which the individual adapts to or acquires the alternate culture, in this case, global consumer culture). Consumer acculturation is a subset of acculturation, focusing on how individuals acquire the knowledge, skills, and behaviors that are appropriate to consumer culture (Penaloza, 1989). As with acculturation in general, consumer acculturation occurs along two often conflicting dimensions, that of the original and mainstream cultures. To varying degrees, the competing pull of both cultures affect individuals.

In this context, because interactions between cultures and markets are accelerating in the world, the globalization of the marketplace and how this process is shaping the cultural characteristics of people, and, in which return, affect to their preferences is

one of the most critical issue today (Cleveland and Laroche, 2007). Globalization theorists study the process and consequences of cross-national transmission of media forms, symbols, lifestyles and attitudes (Crane, 2002). Globalization is a continuing and complex process, moving at different speeds in different parts of the world and in different sections of the population. Global consumer culture is a “cultural entity not associated with a single country, but a rather a larger group generally recognized as international and transcending individual national cultures” (Alden et al., 1999, p. 80). Global consumer segment are those segments that “... associate similar meanings with certain places, people and things” (Alden et al., 1999, p. 75) and those “... segments of people who regard a product category in essentially the same way, regardless of their country of residence” (Domzal and Kernan, 1993, p. 17).



Source: The model was adopted from D.L. Alden et al. (2006, p. 233).

Fig. 1. The model: antecedents of consumer attitude toward global brands.

As this study aims to test consumer preferences within a given consumption domain and identify potential antecedents and consequences of such preferences, based on the foregoing review of the globalization literature three sets of antecedents which determine effects of global diffusion on consumption choices are hypothesized: (1) broad globalization antecedents; (2) consumer disposition antecedents; and (3) consumer global consumption orientation (Figure 1).

2.1. Broad globalization antecedents: exposure to global cultural flows. *2.1.1. Exposure to mass-mediated events.* Hirschman (1988, p. 345) has stated that “television is a particularly fertile source of texts pertinent to the ideology of consumption”. World wide

access to television and other forms of mass media has helped to create a global culture of consumption. European, Asian, and especially, American television shows and films are increasingly available around the world. According to Ger and Belk (1996, pp. 278-289) “... a broader array of countries have reason to be propelled toward a consumer culture by globalization of mass media and the export of other forms of popular culture”. Hannerz (1992) has stated that popular culture and media usage are, for many people in the Third World, just as essential as they are for those in the Western World. Walker (1996, p. 42) has concluded that worldwide access to television has lead to the creation of a global culture of consumption, which he referred to as a “global mall”. According to Alden et

al. (1999, p. 75) the content of mass media plays a major role "... in the creation, learning, and sharing" of consumption symbols (including product categories, brands and consumption activities).

Consumers are exposed to global, macro level flows when they are exposed to media which provides large and complex repertoires of images, narratives and ethnoscares to viewers. One can form own life similar to others living in other places (Appadurai, 1990). To the extent that consumers self-select mass media (movies, television, magazine content) from foreign countries, they are likely to be exposed to multi-cultural experiences and with increasing familiarity should develop more positive attitudes toward consumption alternatives from outside their local environment. TV programs and movies show life-styles and products that extend beyond a single culture. These establish aspirations, expectations, and markets for new products and ideas. This leads to our hypothesis:

H1: Consumers who have been more frequently exposed to massmedia influences from other countries are more likely to hold more positive attitudes toward global brands.

2.1.2. Exposure to foreign cultures through travel-related (direct and indirect) contact. While global media provide passive exposure to brands, increasing international travel and movement customers across national boundaries provides active exposure to brands in different countries. High visibility of a global brand in multiple countries enhances its perceived value to consumers, providing reassurance of its strength and reliability. In today's world of low cost and speedy travel, people are continually moving in and out of their home and other cultures. Every year, hundreds of millions business people, government officials, students, tourists and relatives with family members abroad visit and return from foreign cultures (Alden et al., 2006). Appadurai (1996) refers to the fact that there are three types of cross cultural interactions: (1) traveling to outside cultures; (2) having social contacts with relatives, friends, etc.; (3) having social contacts with foreigners. Foreign country travel and interactions with foreigners in one's own country are to facilitate globalization process (Wilk, 1995; Belk, 2000). Increasingly consumers are world travelers and are exposed to products in different countries. They expect to be able to obtain the same products wherever they travel (Craig and Douglas, 2000). Therefore, we proposed our hypothesis as below:

H2: Consumers who have had more exposure to foreign cultures through travel-related (direct and indirect) contact are more likely to hold more positive attitudes toward global brands.

2.2. Consumer disposition antecedents: materialism and SNI.

2.2.1. Materialism. It is defined that Materialism concerns the importance a consumer attaches to worldly possessions and the belief that he/she will derive pleasure and happiness from their ownership (Alden et al., 2006, p. 227). Some of this satisfaction comes from owning what reference groups consider valuable. "Global culture sells dreams of affluence, personal success and self-gratification attributes associated with materialism and often with more developed countries" (Holton, 2000, p.142). Global culture links directly to materialism (Chua, 2002; Johansson, 2004). Therefore, we expect that consumers who score higher on materialism will hold more positive attitudes toward global brands as they are more likely to value its predominant value orientation and symbol set. It's reasonable to interest in this belief as antecedent of attitude toward global brands because global brands serve as a symbol that is easily recognized by consumers. As a result, we hypothesize:

H3: Consumers who are more materialistic are likely to hold more positive attitudes toward global brands.

2.2.2. Susceptibility to normative influence (SNI). SNI represents how strongly an individual is influenced by relevant others in normative domains (Batra, Homer and Kahle, 2001; Bearden, Netemeyer and Teel, 1989). The literature indicates that positive attitudes toward global consumption orientation (GCO) are unlikely to be predominant among customer in most societies today (Ural, 2008; Featherstone, 1990). Furthermore, given a centrality of local culture to self-concept (Ryder et al., 2000), it seems likely that consumption of local cultural symbols serves a central "self-verification" function for many consumers (Escalas and Bettman, 2003). To the extent that consumers are high on SNI, they are more likely to want to "stand in" and not differentiate themselves from predominant consumption norms (Schroeder, 1996). Thus, we expect that local culture norms will exert substantially stronger influences on consumers who are prone to SNI than will global and hybrid norms (Alden et al., 2006). Brands which are local culturally embedded are more likely to prefer by consumers who are higher on SNI. Following this logic, we hypothesize:

H4: Consumers who are higher on SNI will hold more negative attitudes toward global brands.

2.2.3. Consumer ethnocentrism (CET). CET represents consumer beliefs about appropriateness, indeed morality, of purchasing foreign-made products (Shimp and Sharma, 1987, p. 280). Sharma et al. (1995) found a negative relationship between "cultural openness" and CET. Hence, Baughn and Yaprak (1996) found that economic nationalism, which is closely related to

CET, is negatively affected by “cultural openness”. According to studies of Crane (2002) and Steenkamp, Batra, and Alden (2003), ethnocentric sentiments play an important role in shaping individuals’ responses to global products and brands. Consumers who have higher score on ethnocentrism tend to reject brands that are culturally dissimilar while favoring those that originate in their own culture (Shimp and Sharma, 1987). Thus, individuals who exhibit low levels of CET are likely to hold more positive attitudes toward global brands.

H5: Consumers who exhibit lower levels of CET will hold more positive attitudes toward global brands.

2.3. Global consumption orientation (GCO).

Globalization may not imply the creation of a common culture where everyone holds the same beliefs and values; however, globalization does create a single forum wherein all individuals pursue their goals in a manner involving some degree of comparison with others, and Robertson (1995) suggests that individuals selectively appropriate ideas from this global forum. Some researchers posit that individuals who admire the lifestyles to other countries are likely to desire ownership of consumption symbols (i.e., goods) from other countries. For example, Wee (1999, p. 369) concludes in his study that “each generation now has its own global culture shaped by the familiar Western themes and values brought through the mass media and sold alongside the lifestyle urged upon the young consumers as a part of the process of selling goods and services.”

Individuals with positive attitudes towards a group are likely to hold more positive attitudes toward symbols of affiliation with that group than individuals with less positive attitudes. Additionally, consumers with more positive attitudes toward global consumption are expected to more strongly prefer one obvious set of globalization symbols as global brands. Consumers who have negative GCO should be less favorably disposed because the cultural meanings they value are less compatible with global brand meanings (Alden et al., 2006). Therefore:

H6: Consumers who hold more positive attitudes toward GCO will also hold more positive attitudes toward global brands.

Reasonable arguments considered in our model were tested in the subsequent part of the study.

3. Method

3.1. Research context and unit of analysis. The research setting is Istanbul (Turkey). To test the hypothesized associations the survey was conducted

among academic personnel who work in two universities. The reason of doing so is the requirement of population list for the random sampling process. Further, the academic personnel-based sample has been considered useful. Academicians are important part of the population who can obtain the mobility opportunities in the developing countries like Turkey. Each person working in the university was selected as key informant without considering their statue because each of them represents a consumer in the line with our research.

3.2. Sample and data collection. The data used in this study drawn from academic personnel working in Yeditepe and Halic Universities. The study’s target population consists of 80 persons in Yeditepe University, 45 persons in Halic University. Sample size were determined by formula $[n = p.q / (e/z)^2]$; confidence level: 0.95, tolerance level: 0.10, max. Variance $p = q$: 0.50, $n = 96$. The sample consists of 108 persons ($n = 108$). A sample was randomly generated from databases of both universities. Managers from the universities were asked to allow their people to participate in the study. Personal interview was used for communication. The survey questionnaire was self-administered and response rate is 86 %.

3.3. Measures. Brashear et al. (2003) note that “the use of measurement scales in international or cross cultural research requires attention to the applicability of measures and measurement equivalence.” From the point of this view, firstly, extreme care was taken to assure an accurate and meaningful translation of measurement items from English to Turkish (double-back translation). Secondly, each of scales was assessed based on recommendations by Kumar (2000). After interviews with academic personnel, the constructs were found to be functionally equivalent and conceptually equivalent. Items measurement was mostly consisted of a five-point Likert-type scale. A list of items, source for the instruments and their scales are reported in Appendix A.

In considering possible response to globalization, it is important to recognize that extent to which a given consumer expresses globalized, glocalised or localized preference depends on multiple factors. Although we used for GCO scale only global alternative (one with no strong association to any individual country or region but broadly demanded in many countries around the world, e.g., preferring clothing that is perceived as “in demand” in multiple national markets), five-point Likert-type scale was provided us to determine the extent of consumer consumption alternatives from global polar to local polar. We interpreted the attitude sets in GCO scale as that 1,2 points refer to local, 3 point to hybrid, and 4,5 point to global alternatives.

A criterion guided the selection of brands serves as test stimuli. To enhance the generalizability of the results, we selected categories that varied on involvement and utilitarian/hedonic characteristics. These dimensions have been used repeatedly in consumer research to distinguish between the product categories (Ratchford, 1987). Reflecting variance on involvement and utilitarian/hedonic dimensions but consistency in terms of brand globalness ratings (all high, Alden et al., 2006), product categories (global brands) chosen were: cola (Coca-Cola)/hedonic-low involvement; toothpaste (Colgate)/utilitarian-low involvement; color TV sets (Sony)/hedonic-high involvement; refrigerators (Siemens)/utilitarian-high involvement. In the selection global brands process was benefited from list of "Internet Best Global Brands 2006, ranking by brand value" (<http://www.google>, 09.13.2009).

4. Results

To test our hypothesized associations, several analyses were applied. Firstly, the antecedents of consumer attitude toward global brands were tested by factor analysis. Secondly, the direct effects of the antecedents associated with product categories were explained by multiple regression analysis. The mean for each scale was used in the regression analysis.

4.1. Profile of respondents. Most of respondents are women (60.2 %) and mean of their age is 33. Seventy five percent of the respondents are under 40 years old. Our sample almost consists of adult respondents. They have high positive attitude toward global brands (4.02) and low level of global consumption orientation (2.46). They are exposed to global mass media in medium level (3.26). Their travel-related contacts in the last two years are low (2.73). They have low materialistic orientation (2.44), low ethnocentric characteristic (1.94) and low susceptibility to normative influence (1.82).

4.2. Antecedents to consumer attitude toward global brands exploratory factor analysis. All scale items of five factors (exposure to global mass media, globalizing travel influences, materialism, susceptibility to normative influence and consumer ethnocentrism) were entered in exploratory factor analysis as reported in our model. With the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy at 0.752 and Bartlett's test of Sphericity being significant (χ^2 of 1069.855; df. = 136; $p = 0.000$), the appropriateness of the ensuing factor model was ensured (Malhotra, 2004). Using the principle components method of extraction and Varimax rotation, the 19 items were subjected to two times of exploratory factor analysis. After removing items with poor psychometric properties, the remaining items loading under each factor were subjected to reliability analyses. After the second factor solution emerged, retaining 17 items in a 5 factor solution (eigenvalues > 1.0 and scree test) accounting for 75.5 % of the total variance, with all factors exhibiting high coefficient alpha estimates. Each factor was given a descriptive label as noted in research model: (1) exposure to global mass media (composed of 4 items, $\alpha = 0.88$); (2) globalizing travel influences (3 items, $\alpha = 0.85$); (3) materialism (4 items, $\alpha = 0.86$); (4) susceptibility to normative influence (3 items, $\alpha = 0.87$); and (5) consumer ethnocentrism (3 items, $\alpha = 0.74$). The factor correlation matrix shows that the factors are both distinct, yet related to one another.

As a different point from Alden's (2006) study, our analysis resulted that the variable of S12 (I enjoy meeting people who are from other countries) was dropped from the "globalizing travel influences factor" and S17 (purchasing foreign-made products is un-Turkish) was dropped from the "consumer ethnocentrism" factor. When we did so, Cronbach alpha of these scales were increased. This is reasonable because the scale was applied to different culture. The results of factor analysis and descriptive analysis are shown briefly in Table 1 (see Appendix A and Appendix B for the details of factor analysis).

Table 1. Antecedents to consumer attitude toward global brands-exploratory factor analysis

Items	Descriptions		Composition of factors (factor loadings)				
			Component				
	Mean	Std. dev.	Glob. mass media	Mater.	Ethnoc.	Sus. to normative influence	Glob. travel influence
					$\alpha = 0.86$		
			$\alpha = 0.88$	$\alpha = 0.85$	Ethnoc.	$\alpha = 0.87$	$\alpha = 0.74$
Glob. mass media							
S5	3.17	1.172	0.837	0.014	0.212	-0.003	0.075
S6	3.22	1.071	0.922	-0.048	0.036	0.035	0.076
S7	3.32	1.175	0.854	-0.110	-0.001	0.176	0.183
S8	3.84	1.104	0.708	-0.019	0.110	0.073	0.271

Table 1 (cont.). Antecedents to consumer attitude toward global brands exploratory factor analysis

Items	Descriptions		Composition of factors (factor loadings)				
			Component				
	Mean	Std. dev.	Glob. mass media	Mater.	Ethnoc.	Sus. to normative influence	Glob. travel influence
					$\alpha = 0.86$		
Glob. mass media			$\alpha = 0.88$	$\alpha = 0.85$	Ethnoc.	$\alpha = 0.87$	$\alpha = 0.74$
Glob. travel infl.							
S9	2.86	1.350	0.247	0.132	0.070	-0.146	0.758
S10	2.63	1.149	0.194	-0.032	0.032	0.069	0.834
S11	2.70	1.341	0.071	-0.174	-0.025	0.041	0.777
S12 dropped							
Mater.							
S13	2.20	1.158	-0.140	0.716	-0.152	0.426	0.094
S14	2.49	1.063	-0.064	0.862	0.113	0.022	-0.095
S15	2.51	1.148	0.042	0.794	-0.026	0.348	0.047
S16	2.57	1.034	-0.040	0.797	0.229	0.125	-0.122
Ethnoc.							
S17 dropped							
S18	2.28	1.303	0.262	0.002	0.835	0.141	0.002
S19	1.88	1.190	0.092	0.114	0.810	0.283	0.107
S20	1.69	1.099	-0.003	0.076	0.879	0.202	-0.018
Sus. to nor. infl.							
S21	1.58	0.996	0.082	0.312	0.349	0.694	0.066
S22	1.97	1.180	0.126	0.172	0.228	0.854	0.032
S23	1.93	1.197	0.114	0.286	0.299	0.812	-0.146

4.3. Direct effect of GCO on consumer attitude toward global brands. The direct effect of GCO on consumer attitude towards global brands considered in this study was assessed via simple regression analysis. The GCO scale was adopted from Alden et al. (2006). When we were doing this adaptation, we took into consideration only statements indicate global consumption preference based on lifestyle, entertainment, furnishings and clothing dimensions of GCO. This operationalization was drawn directly from the acculturation tradition by Alden et al. (2006, p. 228) “Acculturation studies suggest that consumers generally have an overall preference for a particular response, but that variations across domains may occur, necessitating a multi-item (behavioral domain) measurement instrument.” Reliability of the scale was tested with Cronbach alpha, and it was found as 0.89. This is the accessible level according to common sense in the literature. The consumer attitude towards global brands (dependent variable) was regressed on the GCO variable (independent variable). According to result of regression analysis GCO explains 11% of the variance in the consumer attitude toward global brands. The regression model is useful for exploring the relationship between GCO and consumer attitude toward global brands (F-value: 14.051, sig. 0.00). The results of simple regression analysis are summarized in Table 2.

Table 2. The effect of GCO on consumer attitude toward global brands

Variables	Beta	t	Sig.
Constant		23.214	0.000
GCO	.342	3.749	0.000***
R ² = 0.11, F = 14.051, Sig. F = 0.000, Dur. W. = 1.543			

Notes: Dependent variable – consumer attitude toward global brands. Abbreviations are referred to R² – coefficient of determination. F – F value. Sig. F – Significance of F-value. p – significant level. Dur. W – Durbin-Watson test statistics. *0.10 significance level, **0.05 significance level, ***0.01 significance level.

As can be seen in Table 2, the significant indicator of consumer attitude towards global brands is to GCO ($\beta = 0.34$, $p < 0.01$). GCO influences consumer's attitude toward global brands in a positive sense. H6 is confirmed. The finding can be interpreted that consumers with more positive attitudes toward global consumption are the more strongly prefer one obvious set of globalization symbols-global brands. This hypothesis was also confirmed by Alden et al. (2006).

Although Alden et al. (2006) were defined the broad globalization factors and consumer disposition factors as the antecedents of GCO construct, we did not find evidence support this argument except for the factor named as “exposure to mass-mediated events.”

Explanation of this finding is shown in the subsequent part of the study.

4.4. Antecedents of GCO. To test which factors to be antecedents of GCO in the basis of Turkish culture, we regressed GCO (dependent variable) with the macro factors such as exposure to global mass media and globalizing travel influences as well as individual dispositions factors such as materialism, susceptibility to normative influence, and ethnocentrism (independent variables). Table 3 shows findings of multiple regression analysis. Based on correlation matrices, the level of correlations between all independent variables is lower than 0.70. Therefore, there isn't a collinearity problem for regression analysis. The set of broad globalization and consumer disposition antecedents explains 40% of the variance in the GCO. The regression model is useful for exploring the relationship between broad globalization antecedents, consumer disposition antecedents and GCO (F-value: 13.017, sig. 0.00). There is no autocorrelation problem because Durbin-Watson coefficient was found at accessible level as 1.457. As can be seen in Table 3, only "exposure to global mass media" variable which is one of factor of broad globalization antecedents is found as significant indicator of GCO ($\beta = 0.58$, $p < 0.00$). All other antecedents are insignificant. Although we have not expected this finding, it can be explained with two characteristics of our sample: (1) respondents have low level of global consumption orientation (2.46); and, (2) they tend to maintain local culture.

Table 3. The antecedents of GCO

Variables	Beta	t	Sig.
Constant		0.067	0.947
Global mass media	0.584	6.730	0.000***
Globalizing travel	0.090	1.023	0.309
Materialism	0.034	0.653	0.374
SNI	0.090	-1.201	0.515
CET	0.034	1.023	0.708
Age	0.090	0.653	0.233
R ² = 0.40, F = 13.017, Sig. F = 0.000, Dur. W. = 1.457			

Notes: Dependent variable – GCO. Abbreviations are referred to R² – coefficient of determination. F – F-value.

Sig. F – Significance of F-value. p – significant level. Dur. W – Durbin-Watson test statistics. *0.10 significance level, **0.05 significance level, ***0.01 significance level.

4.5. Direct effects of broad globalizing and consumer disposition factors on consumer attitudes toward global brands in the basis of product categories. The direct effects of broad globalization factors and consumer disposition factors related to product categories on consumer attitude towards global brands considered in this study were assessed

via multiple regressions. Consumer attitude toward global brands (dependent variable) was regressed on the main variables (independent variables). We note that there is literature suggesting that globalization has impacted teens and other young adults to a greater degree than their older counterparts (Walker, 1996). However, our sample consists of relatively older persons who work in the universities as academic personnel; we offer no hypothesis but include age as a control variable. Based on correlation matrices, the level of correlations between all independent variables in the basis of each of product categories are lower than 0.70. Therefore, there isn't a collinearity problem for regression analyses. The set of broad globalization antecedents and consumer disposition antecedents explains 27% of the variance, for Coca-Cola, 26% for Colgate, 16% for Sony, 20% for Siemens, and 33% for Total, in the consumer attitude toward global brands. All regression models are useful for exploring the relationship between broad globalization antecedents, consumer disposition antecedents and consumer attitude toward global brands. There is no autocorrelation problem in all regression models because Durbin-Watson coefficients were found at accessible level.

As can be seen in Table 4, For the Coca-Cola, global mass media, materialism and ethnocentrism are found as significant indicators of consumer attitude toward global brands ($\beta = 0.21$, $p < 0.02$; $\beta = 0.37$, $p < 0.00$; $\beta = -0.21$, $p < 0.03$, respectively). While global mass media and materialism influence consumer attitude toward global brands in a positive sense, ethnocentrism impacts to consumer attitude toward global brands in a negative sense. For the Colgate, global mass media, materialism, SNI and ethnocentrism are found as significant indicators of consumer attitude toward global brands ($\beta = 0.31$, $p < 0.00$; $\beta = 0.24$, $p < 0.01$; $\beta = 0.20$, $p < 0.08$; $\beta = -0.27$, $p < 0.00$, respectively). While the antecedents which are global mass media, materialism and SNI influence consumer attitude toward global brands in a positive sense, ethnocentrism impacts on consumer attitude toward global brands in a negative sense. For the Sony, globalizing travel and materialism are found as positive and significant indicators of consumer attitude toward global brands ($\beta = 0.25$, $p < 0.01$; $\beta = 0.18$, $p < 0.08$). For the Siemens, global mass media, globalizing travel and materialism are found as significant indicators of consumer attitude toward global brands ($\beta = 0.24$, $p < 0.01$; $\beta = 0.20$, $p < 0.04$; $\beta = 0.26$, $p < 0.01$, respectively). Global mass media, globalizing travel and materialism influence consumer attitude towards global brands in a positive sense. As a total, global mass media, globalizing travel, materialism and CET are found as significant indicators of consumer attitude toward

global brands ($\beta = 0.27, p < 0.00$; $\beta = 0.18, p < 0.00$; $\beta = 0.33, p < 0.00$; $\beta = -0.22, p < 0.01$, respectively). While the antecedents which are global mass media, globalizing travel and materialism influence consumer attitude toward global brands in a positive sense, eth-

nocentrism impacts on consumer attitude toward global brands in a negative sense. SNI is insignificant.

Consequently, H1, H2, H3 and H5 hypotheses are supported. H4 is rejected.

Table 4. Antecedents of consumer attitudes toward global brands in the basis of product categories

Product categories/ global brands	Variables	Beta	t	Sig.
Hedonic-low involvement/ Coca Cola (cola)	Constant		6.667	0.000
	Global mass media	0.214	2.238	0.027**
	Globalizing travel	0.127	1.309	0.194
	Materialism	0.379	3.837	0.000***
	SNI	0.104	0.910	0.365
	CET	-0.213	-2.129	0.036**
	Age	0.029	0.323	0.748
	$R^2 = 0.27, F = 7.608, \text{Sig. } F = 0.000, \text{Dur. W.} = 1.378$			
Utilitarian-low involvement/ Colgate (toothpaste)	Constant		8.582	0.000
	Global mass media	0.317	3.289	0.001***
	Globalizing travel	0.052	0.532	0.596
	Materialism	0.246	2.467	0.015**
	SNI	0.201	1.742	0.085*
	CET	-0.271	-2.687	0.008***
	Age	0.051	0.562	0.575
	$R^2 = 0.26, F = 7.128, \text{Sig. } F = 0.000, \text{Dur. W.} = 1.949$			
Hedonic-high involvement/ Sony (color TV sets)	Constant		9.9170	0.000
	Global mass media	0.137	1.336	0.185
	Globalizing travel	0.255	2.441	0.016**
	Materialism	0.183	1.723	0.088*
	SNI	0.152	1.235	0.220
	CET	-0.166	-1.541	0.127
	Age	0.015	0.150	0.881
	$R^2 = 0.16, F = 4.315, \text{Sig. } F = 0.001, \text{Dur. W.} = 1.800$			
Utilitarian-high involvement/ Siemens (refrigerators)	Constant		8.856	0.000
	Global mass media	0.246	2.454	0.016**
	Globalizing travel	0.209	2.051	0.043**
	Materialism	0.269	2.599	0.011**
	SNI	0.006	0.054	0.957
	CET	-0.085	-0.815	0.417
	Age	0.098	1.039	0.301
	$R^2 = 0.20, F = 5.431, \text{Sig. } F = 0.000, \text{Dur. W.} = 2.006$			
Total (consumer attitude toward global brands)	Constant		10.812	0.000
	Global mass media	0.279	3.045	0.003***
	Globalizing travel	0.184	1.973	0.051*
	Materialism	0.334	3.534	0.001***
	SNI	0.142	1.291	0.200
	CET	-0.228	-2.380	0.019**
	Age	0.003	0.040	0.968
	$R^2 = 0.33, F = 9.788, \text{Sig. } F = 0.000, \text{Dur. W.} = 1.628$			

Notes: Dependent variable – consumer attitude toward global brands. Abbreviations are referred to R^2 – coefficient of determination. F – F-value. Sig. F – Significance of F-value. p – Significant level. Dur. W – Durbin-Watson test statistics. *0.10 significance level, **0.05 significance level, ***0.01 significance level.

Conclusion

Building global brands is perhaps the greatest challenge a firm faces and one that if addressed successfully will help insure its continued success. Global brands have certain advantages such as: economies

of scale, customer recognition, leverage power with retailers and potential for extensions.

This study provides some evidences for consumer's attitude toward global brands resulting from market globalization. Macro factors such as exposure to

global mass media and globalizing travel influences as well as individual disposition factors such as materialism and ethnocentrism were found as antecedents of consumer's attitude toward the global brands. When we considered from total perspective (not product categories), support was found for central predictions regarding the positive effects on attitude toward the global brands of exposure to foreign cultures through mass media and travel (H1 and H2) as well as materialism (H3). Hirschman (1988), Ger and Belk (1996), Walker (1996), and Alden et al. (1999) have supported our first hypothesis (H1). Wilk (1995), and Belk (2000) have supported that travel has positive influence on consumer's attitude toward the global brands. Chua (2002), Johansson (2004), and Holton (2000) have supported that materialism effects positively to consumer's attitude toward the global brands in their studies. Also as hypothesized, CET has a negative impact on attitude toward the global brands (H5). This finding has been supported by Crane (2002), Steenkamp, Batra, and Alden (2003), and Shimp and Sharma (1987). Opposite to our expectation, the direct effect of SNI on attitude toward the global brands has been found insignificant (H4). This finding can be interpreted that some consumers may care primarily about product functionally or quality rather than normative cultural norms of their reference group members. Furthermore, this finding might emerge due to our sample composition that consists of academic personals. On the other hand, there is positive relationship between GCO and consumer attitude toward global brands (H6). This finding has been supported by Alden et al. (2006) and Wee (1999). Brands are important and very visible signs of consumer culture (Aaker, Benet-Martinez and Garolera, 2001) and if a person has high degree of GCO, he/she will think more positively about global brands.

From perspective of product categories, in the cola category (Coca-Cola), the findings show that global mass media and materialism effect positively to consumer attitude toward global brands, CET effect negatively to consumer attitude toward global brands. In the toothpaste category (Colgate), global mass media, materialism and SNI effect positively while CET effects negatively to consumer attitude toward global brands. It is surprised that SNI impact positively on consumer attitude toward global brands in this product category. This finding can be interpreted that if the norms of one's group favor global consumption alternative, as was the case for consumers studied by Belk (2000), high SNI might lead to more positive attitudes toward such global alternative. In the TV set category (Sony), globalizing travel and materialism effect positively to consumer attitude toward global brands. In the refrigerator category (Siemens), global mass media, glob-

alizing travel and materialism effect positively to consumer attitude toward global brands.

As a result, it can be said that materialism is a unique factor affecting consumer attitude toward global brands for all products categories.

Implications for managers

Several important managerial implications follow from this study. First, our results provide insight on potential positioning strategies for many global marketers.

Owing to the fact that consumer's exposure to mass media influences positively on GCO and global brand attitudes, global brand managers should take into consideration the importance of continued emphasis on this communication channel. With the advent of global media channels co-promotion of international programming that enhances GCO among targeted adults is feasible and should result in benefit to brands positioned as global.

Linking global brands to the positive experiences of consumers in other countries visited by target market consumers should also enhance brand value. As another illustration, sponsoring events that feature GCO icons may provide additional value, such as worldwide concert tour featuring an internationally recognized star.

On the other hand consumer ethnocentrism is a sober reminder that consumers continue to hold varying options about whether the global availability of consumer goods and lifestyles is a positive and negative fact of modern life. Clearly, it remains critical for global brand managers to conduct local market research using these constructs to measure and work with varying levels of consumer ethnocentric opposition to global brands.

Hence global marketers can determine strategies depending on target market attitudes toward GCO. For instance, in a market characterized by substantial members of consumers with strong negative attitudes toward GCO, a locally positioned brand likely to meet with more success than one is positioned as a part of the GCO symbol set. On the other hand, markets in which consumers hold more positive GCO offer the global brand manager more flexibility in positioning the brand as local, global or foreign.

Implications for researchers

As a different point from Alden's (2006) study, in this study, GCO is structured with four items which refer to global consumption orientation and its scale is interval type. When considering together these two characteristics, GCO construct measured the level (or degree) of GCO. This approach provides us the easier and shorter GCO scale than the GCO scale used by

Alden et al. (2006). While left of the scale shows high local consumption orientation, right of the scale shows high global consumption orientation. High reliability coefficient may show evidence about that this implementation for scale is reasonable.

Limitations and future research

Some research limitations should be acknowledged. First, the research sample was relatively small because of cost and time limitations. Secondly, the sample is homogeneous and consists of only the workers in two universities. These limitations should be considered in interpreting and generalization of the results. Most of the explained variance is quite low (e.g., direct effects of GCO and broad

globalizing). This problem is likely to result from ignoring other additional antecedents of consumer attitude toward global brands in the research model.

Future researchers can take into consideration additional antecedents of consumer attitude toward global brands such as: Hofstede's cultural dimensions, cosmopolitanism and consumer attitude intensity with respect to GCO.

Consequently, the present study provides better understanding the impact of attitudinal antecedents on consumer's attitude toward global brands. Therefore, it leads to greater sustainable competitive advantage and better resource allocation decision for global marketers.

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Appendix A. Scale items used in the Turkish study

1. Attitude toward global consumption orientation GCO (new scale-adopted from Alden et al. 2006): “strongly disagree” (1) and “strongly agree” (5)

Lifestyle

S1. It is important for me to have a lifestyle that I think is similar to the lifestyle of consumers in many countries around the world rather than one that is more unique to or traditional in Turkey.

Entertainment

S2. I enjoy entertainment that I think is popular in many countries around the world more than traditional forms of entertainment that are popular in my own country.

Furnishings

S3. I prefer to have home furnishings that I think are popular in many countries around the world rather than furnishings that are considered traditional in my own country.

Clothing

S4. I prefer to wear clothes that I think is popular in many countries around the world rather than clothes traditionally worn in my own country.

2. Exposure to mass-mediated events involving information about foreign people (based on Appadurai, 1990): “very seldom or never” (1) and “very often” (5)

S5. How often do you watch fictional or non-fictional television programs (other than standard news programs) that are about people who live in other countries of the world?

S6. How often do you read features, reports or stories in magazines (other than standard news) that are about people who live in other countries?

S7. How often do you see movies in a theater or rent one for home with fictional or non-fictional stories about people who live in other countries?

S8. How often do you watch television programs that are produced in other countries and shown in your country?

3. Exposure to mass-migration influences (based on Appadurai, 1990):

The first item was scored on a five point scale ranging from no travel to another country in the last two years (1) to more than three trips to another country (5). The second and third item were scored on a five point scale from never (1) to more than 2 years (5). The fourth item was scored on a five point scale with strongly disagree (1) and strongly agree (5) as anchors.

S9. How often have you traveled to other countries?

S10. What is the longest period of time you have lived, worked, vacationed or studied in another country or countries?

S11. What is the longest period of time another member of your immediate family lived, worked, vacationed or studied in another country or countries?

S12. I enjoy meeting people who are from other countries.

4. Materialism (Richins and Dawson, 1992): “strongly disagree” (1) and “strongly agree” (5)

S13. I admire people who own expensive homes, cars and clothes.

S14. Some of the most important achievements in life include acquiring material possessions.

S15. I like to own things that impress people.

S16. The things I own say a lot about how well I’m doing in life.

5. Consumer ethnocentrism (Shimp and Sharma, 1987): “strongly disagree” (1) and “strongly agree” (5)

S17. Purchasing foreign-made products is un-Turkish.

S18. Turkish should not buy foreign products because this hurts Turkish business and causes unemployment.

S19. A real Turkish should always buy Turkish made products.

S20. It is not right to purchase foreign products.

6. Susceptibility to normative influence (Bearden et al., 1989): “strongly disagree” (1) and “strongly agree” (5)

S21. If I want to be like someone, I often try to buy the same brands that they buy.

S22. When buying products, I generally purchase those brands that I think my friends and family will approve.

S23. I achieve a sense of belonging by purchasing the same products and brands that friends or family purchase.

7. Attitude toward the global brand (Alden et al., 2006):

Items were scored on five-point bipolar scales with the end-poles given in the items.

S24. I think this brand is good/I think this brand is bad.

S25. I have a negative opinion of it/I have a positive opinion of it.

Appendix B

Table 1. Communalities

	Initial	Extraction
S5	1.000	0.751
S6	1.000	0.861
S7	1.000	0.806
S8	1.000	0.592
S9	1.000	0.679
S10	1.000	0.740
S11	1.000	0.641
S13	1.000	0.745
S14	1.000	0.770
S15	1.000	0.756
S16	1.000	0.719
S18	1.000	0.785
S19	1.000	0.770
S20	1.000	0.820
S21	1.000	0.712
S22	1.000	0.827
S23	1.000	0.865

Note: Extraction method – principal component analysis.

Table 2. Total variance explained

Component	Initial eigenvalues			Rotation sums of squared loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	4,827	28,392	28,392	3,025	17,794	17,794
2	3,645	21,440	49,833	2,812	16,541	34,335
3	1,912	11,246	61,078	2,543	14,959	49,294
4	1,441	8,479	69,558	2,395	14,088	63,381
5	1,014	5,966	75,524	2,064	12,143	75,524
6	,751	4,416	79,940			
7	,645	3,794	83,734			
8	,497	2,924	86,658			
9	,427	2,512	89,171			
10	,361	2,124	91,295			
11	,303	1,785	93,080			
12	,283	1,666	94,745			
13	,264	1,554	96,299			
14	,203	1,196	97,495			
15	,157	,922	98,417			
16	,143	,841	99,258			
17	,126	,742	100,000			

Note: Extraction method – principal component analysis.

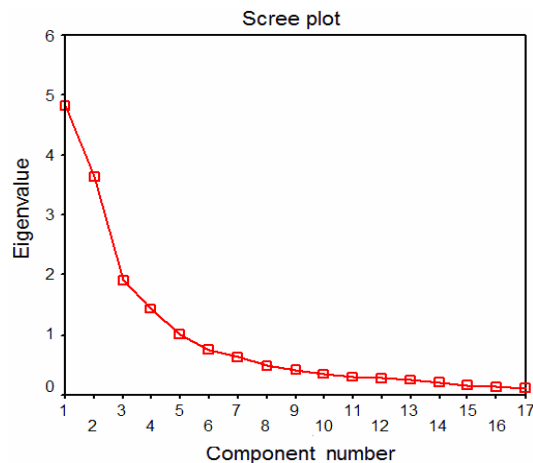


Fig. 1. Scree test for factor solution