

# Research on the Relationship Between Perceived Brand Globalness and Brand Credibility: Evidences from Senegal.

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**Abstract-** In the current study, we have analyzed the influence of perceived brand globalness on brand attitude, while considering the mediating role of brand credibility between these variables. Furthermore, we also considered the moderating rules of country of origin and product type in between perceived brand globalness and brand credibility so that the accumulative impacts of these variables can be observed on brand attitude. In order to achieve these objectives, the population of the consumers in Senegal were considered, and the sample is selected with the help of chain referral sampling method. We indeed considered a self-administered questionnaire-based survey, to collect the data from 419 respondents. The data are collected, analyzed and presented with the help of quantitative tools and techniques. After the analysis of the data with the application of SPSS and Amos, the outcomes present with the fact that the impact of perceived brand globalness on brand attitude is significant, and the mediation of Brand credibility in between these variables is significant as well. The moderation role of country of origin has been found to be significant whereas, the moderation of product type is insignificant in the relationship between perceived brand globalness and brand credibility. The research has theoretical contributions for considering a significant variable mix in the model in order to analyze the overall influences on brand attitude, moreover, the study has significant practical contributions which can be implemented to enhance the brand attitude of the organizations positively. However, the study is limited in the context of its geographical and sector-based scope.

**Index Terms-** Perceived Brand Globalness, Brand Attitude, Product Type, Country of Origin

## I. INTRODUCTION

Increasing globalization represents the enhancing interdependence of the west African countries like Senegal with other countries all around the globe in order to consistently regulate the flow of people, ideas, information, goods and capital for profitable outcomes (Akçay, Kooli, & Gaber, 2020; S. W. Wang, Kao, & Ngamsiriudom, 2017; S. W. Wang & Scheinbaum, 2018). These factors have significantly and fundamentally shaped positive social, economic and political landscape in the west African country Senegal. However, after various decades of steadily increasing globalization, it can now be observed that it has halted and specifically for the west African countries like Senegal it is slowed down (Akram, Merunka, & Akram, 2011; Bourdin, Halkias, & Makri, 2021). In the globalized markets like Senegal and other west African countries, it has been observed that consumers are adopting critical attitude increasingly when it comes to globalization, which is significantly evident from the growing support for the political parties that every now and then support ethnocentrism in the country as well (Bourdin et al., 2021).

The country is growing rapidly in terms of its GDP growth and it is also representing the rapid growth in the economic growth, positively, the GDP growth has accelerated after the year 2015 towards 6.7%, however, it has been found out that the country is the fastest growing economy present in the West Africa only because of its trades majorly (Akçay et al., 2020).

It is believed that global brands in circle of globalization yield a larger scaled economy for a country along with manufacturing and marketing scopes (Yip, 1995). It is also significantly affecting the strategic appeal by increasing its consumption in the world development claimed by Hassan and Katsanis (1994). Neff (1999) also reported that brand globalization is imperatively affiliated with the time-consuming local modifications. Another believe is established through an observation stating that product categories are not

significantly impacted by the consumer evaluations regarding the branding strategies although the quality regarding the brand is significantly associated with the globalization perception as functionality and prestige of any brand gets enhanced by the perceived global brand modalities (Punytoya, Sath & Mishra, 2014). It is being reportedly said that global perceptions enhance brand credibility which lead to further influence over purchase intentions of consumers' therefore, the brand credibility research are viably need for the research domain (Wand & Yang, 2010).

Referring towards a brief introduction of brand means the combination of sign symbol etc. that indicates the benefit that brand can provide to consumers (Kotler, 1997). Similarly, enhancing the broader definitions regarding credibility includes the trustworthiness, expertise and attractiveness associated with it (Erdem & Swait, 2004), moreover, the brand awareness and brand image also contribute in brand credibility perceived by consumers' (Keller, 2008). Enlightening the reference of brand attitude, human mind is integration of oriented information and associations regarding several things which turn out to be an attitude for a special element. This attitude affects the reaction towards object (Bettman, 1979). These are associate constructs that reflect the object significance in the market (Lutz, 1991). The need to consider the brand attitude and brand credibility under the perceived globalness is clearly inflicting over the filters and perceptions to perceive brand qualities, trustworthiness and all other affiliated factors. Previously it is documented that brand equity are highly influenced by the brand attitude and image of their consumers' and need of broad explanations over the global perspectives needed in research domain. Highlighting the facts of psychology of globalization in the marketing field, the global movements are always into the capital, labor and production for long term basis (Townsend et al. 2009). Taylor (2005) suggested that a comprehensive and detail-oriented need of investigation is still needed to attain the holistic approach over the perceived globalness, the global advertisements and brand credibility along with their product categories.

### **Objectives of the study**

The objectives of the current research are as following:

- To assess the impact of perceived brand globalness on brand attitude.
- To find out the mediating impact of brand credibility between perceived brand globalness and brand attitude.
- To analyze the moderating impact of product category (high/low involvement) between perceived brand globalness and brand credibility.
- To analyze the moderating impact of brand's origin country (domestic/foreign) between perceived brand globalness and brand credibility.

## **II. LITERATURE REVIEW**

### *2.1 Perceived Brand Globalness*

According to Ozsomer & Altaras. (2008), a "global brand" is considered to be formed in different ways. According to them, a brand i.e., perceived globally and is marketed in foreign markets as well as in local markets, is termed as the globally perceived brand. However, according to Dimofte, Johansson, & Bagozzi (2010), a brand i.e., standardized as well as recognized and available globally in different countries and whose real reach is in the practitioner's perspectives; is known as the "global brand". Whereas the "perceived brand globalness" has been defined as the "construct from consumer perceptions" by Alden, Steenkamp, & Batra, (2006) and Steenkamp, Batra, & Alden (2003), a brand is perceived globally when it is available around different countries of the world with the same name and offered characteristics. According to Yip & Cliffs (1995), the globally perceived brand is the brand that can be found by the consumers in different countries under the same brand name as well as same and well-coordinated "marketing strategies". It has been observed that the costs of different departments of the company can be reduced if the brand is perceived globally. This is due the benefit of the scale's economies(K. L Keller, 2008).

The "identity signaling" is represented by "perceived brand globalness" during the research of such brands. According to Holt, Quelch, and Taylor (2004), the point of views of the consumers plays an important role in the preference of the global brand. These brands are also stated as "identity currency" by Strizhakova et al. (2008). The use of these brands by the consumers, help them to be identified as cosmopolitans to their groups of reference. According to Davvetas and Diamantopoulos (2016), the "identity signaling" of the global brands is more significant as compared to the "social signaling" of the local brands as this helps in increasing the market of the global brands thus gaining more customers. Some of the motivations of the consumers are also satisfied nostalgically due to the cultural capital of the global brand. This also helps in having a good customer relationship around the world thus indulging with the consumers emotionally.

It has been observed that the demand of the global brands depends on the perception of these brand as global or local. The "perceived brand globalness (PBG)" is observed when that brand is identified, needed and available in a number of countries around the world(Heinberg et al., 2020). However, different global brands have maintained their standardized operations throughout the world without making any changings or shifts (e.g., Apple) whereas; many other global brands have made different shifts in different countries depending on the culture of the country (e.g. Mc Donalds in European and Asian countries). Such brands are also appreciated who have maintained the culture of their home countries as well as merged with the local markets of the host

countries(Heinberg, Martin, Erkan Ozkaya, & Taube, 2017). Such brands are successful internationally as they gain more popularity with the passage of time and are accepted more easily.

## 2.2 Brand Credibility

According to “signaling theory”, the brand credibility is defined as the equity of the brand i.e., consumer-based. The product’s believability of maintaining the standards by delivering the standards and quality that has been promised by the brand is known as brand credibility. The two most important components of “brand credibility” are known as: “trustworthiness” and “expertise”(Meyer & Allen, 2017b). Here trustworthiness is considered to be “the willingness of the company or organization to deliver what they have promised”. Whereas expertise shows “the ability of the company or organization to deliver what they have promised”. The market strategies that are conducted for the brand in the past are considered to have an impact on the brand credibility cumulatively. Thus, the market mix remains constant in case of brand credibility. Such case can be examined by the advertising of such products(Meyer & Allen, 2017a). Brand credibility antecedents include: “consistency”, “brand investments”, and “clarity”. According to Roberts and Urban (1998), the variability of the product level is low in case of consistent quality of the product. The commitment of the brand is found to be long-term if the brand is found to be investing in its products for its consumers. Whereas, the clarity shows the clear picture of the product without any doubt or conspiracy(J. C. Anderson & Gerbing, 2017). However, all such factors help in determining the brand credibility of the product. The advertising of these products also helps in brand credibility. Different measures are also taken to improve the brand credibility. The higher the sales promotion and advertising, the higher is the brand credibility as it promises its consumers to enjoy the quality of the products(Allen & Meyer, 2018).

According to Erdem and Swait (1998), the brand credibility results in improving “perceived quality of the product”; “decreasing the risk related to the product”; “decreasing cost of information”; and the “utility of the consumers also increases”. The judgment of the consumer about the brand whether it is positive or negative, shows the perception of the consumers about the brand(E. W. Anderson & Sullivan, 2019). The brands with higher brand credibility, are considered to have higher quality whereas, the brand with lower brand credibility is perceived to have low quality and people are less drawn towards them. In case of uncertainty, the information of the products is obtained by the consumers and the quality is verified before taking any decisions(Armstrong & Overton, 2017). This helps in maintaining the credibility of the brand also. In case of high “perceived risk”, more information is gathered by different customers to obtain the required data for making the required decision in order to achieve the required benefits. According to Aaker (1991), the costs of the information for the products is lowered in case of higher quality. The evaluation of brand credibility is also improved in case of lower perceived risks. The purchase intention of the brand is also highly effected by brand credibility(Bagozzi, 2018). Thus, brand credibility is considered to have a very important impact on the image of the brand as well as different products of the brand are consumed by the customers on the basis of its increasing popularity i.e., due to the brand credibility of the product. Customer relationship is also improved if the brand credibility is higher. This helps in the image building of the brand as well positively(Bagozzi & Heatherton, 2018).

This also showed significant effects on the advertisement of the brands i.e., found to be more effective for the brand image. If a celebrity is used for endorsing the product, it helps in building up brand credibility as well as improving brand’s image. The celebrity who is trusted by the costumers should be used for this model in order to have a positive impact on the audience of the product(Nisar, Shaheen, & Bhatti, 2018). Thus, it is also known that the credibility of the advertisement should be considered and valued more to improve the target market opinions and to gain their trust that will help in obtaining a better brand image as well as credibility. The trust of the celebrity also has a direct impact on brand credulity, credibility of advertisement and credibility of corporate as well. Such a relationship between the trust and credibility of the product helps in obtaining better results and profits from the customers. Thus having a better brand credibility leads to better brand image and improved quality of the products(Ohanian, 2017).

### III. RESEARCH MODEL AND HYPOTHESIS DEVELOPMENT

In the current study, we have used positivist philosophy. this philosophy has been selected due to the fact that it usually deals with the development of hypotheses based on already existing theories and literature (Y. S. Park, Konge, & Artino, 2020; Ryan, 2018) which is the case in the present study. the efforts are concentrated on increasing the applicability of the statistical and empirical results obtained by increasing their generalizability and objectivity (Tashakkori & Teddlie, 2010), which is the crux of positivism. in addition to these facts, positivism facilitates the application and utilization of a highly structured methodology and collection of large sample sizes without any interference with the researcher’s personal beliefs (Alharahsheh & Pius, 2020; Arghode, 2012). therefore it can be stated that positivism enables the representation of apprehensive and quantifiable realities and truths in society (Alharahsheh & Pius, 2020; Fios & Gea, 2016; Kincheloe & Tobin, 2015). The current study uses the numerical methods approach to satisfy the objectives of the study by the collection of primary data and analyzing the evidence collected from the respondents upon the perceived brand globalness, brand attitude, brand credibility, country of origin, and product type to test the hypotheses. The positivist philosophical point of view is, therefore, being applied as it supports the notion of a quantitative approach of evaluation (Tharenou, Donohue, & Cooper, 2007; Veal, 2005; Williams, 2007). Research does not sum up with only identifying a research problem and structuring research questions. Appropriate methodology and a sound research strategy are very important in order to collect right information from the right people to find answers to the research questions and solution for the problems identified (Veal, 2005). We used the

deductive approach in the present case. In the deductive approach, hypotheses are developed based on a review of the literature and theoretical evidence found in the past research, and the developed hypotheses are tested to obtain their acceptance or rejection status. The direction of reasoning in deductive reasoning is from general to specific. The objective in the present case is to find out the impact of perceived brand globalness on the credibility and attitude towards a brand under moderations of brand origin country and product type that it is offering. Following this objective, the researcher has developed various hypotheses based on the review of the past literature and theoretical evidence using the signaling theory from the past research and has testified them through analysis of the collected data. This procedure coincides with the deductive approach as the direction of reasoning is from general to specific (Azungah, 2018). In the past researches on similar topics, the researchers have considered the deductive research approach as well (Huber, 2017; Kennedy, Thornberg, & Flick, 2018).

### 3.1 Product Category

According to Davvetas, Vasileios, Adamantios, Halkias, & Georgios (2016), the global brands' preferences may be shaped by the product category. The superiority of the global brands to the local brands was specified by the "global brand superiority category". This is observed in case of specific product category of the brand. Almost four characteristics of such product category, are considered to be the antecedents. The product category is considered to be valuable for the global brand due to "social signaling of product category"; "utilitarian category value"; "category consumption visibility" and "product category risk". This leads to the satisfaction of the consumers in different ways and this makes the product to be easily available in the market for the consumers (C. Min Han, 2020). Different aspects of the product category also plays an important role in its conspicuousness that is done to explain that whether the product is luxurious or not. It also need to explain the cultural aspects of the product that whether it is bounded to the culture or free from the cultural aspects. This automatically leads to the consumption of the products by private as well as local means depending on the demand and use of the customers (Sichtmann et al., 2019). However, it has been observed that many of the costumers who consume the luxury products, are just intended towards showing off their wealth and money and have nothing to do with the promotion of the products by considering its characteristics that whether they are standardized or not (Sreejesh, Sarkar, Abhigyan, Roy, & Subhadip, 2016). Thus, the social-signalling of the "product category" is found to be effective for the global brand as it increases the sense of nationalism among the consumers and also help in improving the "local identity" of the brand and it becomes more common among the people of host countries(Pino et al., 2019).

The characteristics of the "product category" plays an important role in naming of the product as well. It has been observed that some of products require "foreign language brand names" such as in case of electronics whereas, some of the products can also be addressed by "local language brand names". Goals of various dimensions are applied by the consumers depending on their needs and considerations about the product(Rodrigo, Khan, & Ekinici, 2019). Such dissimilarities related to the goals helped in determining different methods of evaluation of the products for every product category by the consumers. Brands play an important role in the brand value as well as success of the company. However, such cases vary from product category to product category. However, different attributes of the product category include: brand name, price, cost, taste and other important features of the product category(J. B. E. Steenkamp, 2019). Such characteristics of the product category play an important role in the evaluation of the brands and determining their significance in the market depending on the wants and needs of the customers. Thus, the "product category" leads to a number of products for the global brands as well promoting the diversification strategy around the globe. This could result in the profit of the company as well both internationally as well as domestically(Farías, 2019).

### 3.2 Brand's Origin Country

Brand's origin country is defined as the country to which the brand is linked to. It is the country where the headquarters of the brand are located and where the owner is available. However, the manufacturing of the products could be done in another country or outsourced. Whereas, in case of a foreign origin, the quality of the brand is considered to be increased. According to Winit et al. (2014), the correlation between the brand quality and the PBG increases if the origin of the brand is domestic. The product type also describes the brand's origin country. For example, Japan is considered to be the origin of automobiles and many other technologies whereas, for beverages, America is considered to be the brand's origin country(Thorelli, Lim, & Ye, 2017). The quality of the product as well as consumer perception about the product can also be perceived by the origin of the brand. It has been observed that if a brand has a bad image of its origin country, then it has a negative impact on the brand's name as well as the revenues are decreased. However, the mixed effect is not considered in case of the "brand's origin country" as it has different influences as compared to made-in-country of the product. If the made-in-country is different from the brand's origin country, then the bad or good image of the made-in-country plays a very important role on the image of the brand's origin country. This also has an impact on the perception of the products by the consumers(Thakor & Kohli, 2018).

However different pricing strategies related to the brand, also has an impact on the consumer's perception in case of the brand's origin country. In case of higher price and well developed brand's origin company, the perception of the products by the consumers is improved and the value of the brand also increases(R.T. Rust, Lemon, & Zeithalm, 2018). Such factors also have an influence on the brand's image which help in increasing the number of the customers thus resulting in the acceptance of the brand by different consumers. This is considered to be very effective both for the made-in-country as well as brand's origin country. According to Phau and Prendergast (2000), a brand is mostly associated with its origin country by the consumers even if they are well aware that the

product is being manufactured in another country. An example of this can be taken by Honda as it is made in China but is considered to be a Japanese brand and later on as an American brand. However, according to Batra et al. (2000), most of the consumers from the developing countries like India, prefer to use western brands. This is not because of the quality purposes but to show off their wealth and being in the circle of high class people(K.L. Keller, 2018).

The exported products are considered to be more constant and are highly recommended as well as accepted by the consumers especially in the local market depending on the culture of the country. The products that are exported, are considered to be “integral contributor” to the brand’s origin country. This is considered to be a well source of income for the country as well as for the company on the individual level(J.C. Usunier, 2018).

### 3.3 Brand Attitude

The confidence of the consumer/customer on the brand is related to the brand attitude. Although the “purchase intention” of the brand is the behavioral attitude of the consumer. The brand attitude is found to have a very important impact in this case. According to Macdonald and Sharp (2000), the customers are more likely to buy the products which are more credible as well as authentic. The awareness of the brands is found to play an important role in this process. It has been observed that the generation of awareness of a specific brand helps in improving the brand attitude as people become more aware about the brand and less questions arise in the mind of the purchasers/consumers thus improving the purchase intention of the customers. The brand attitude is found to have three important components. These components include:

However, the “brand trust” and the “advertising attitude” are found to be the significant antecedents of the brand attitude(Petty & Cacioppo, 2017). According to Kim and Han (2014), the brand attitude plays an important role in the purchasing of the product the customers as such attitude effects the thoughts and perceptions of the customers about the brand. This helps in the effectiveness of the purchase intention of the customers. Thus, the brand attitude is considered to be a very important attribute for the company to obtain profit in the form of increasing number of customers(Tsang, Ho, & Liang, 2018).

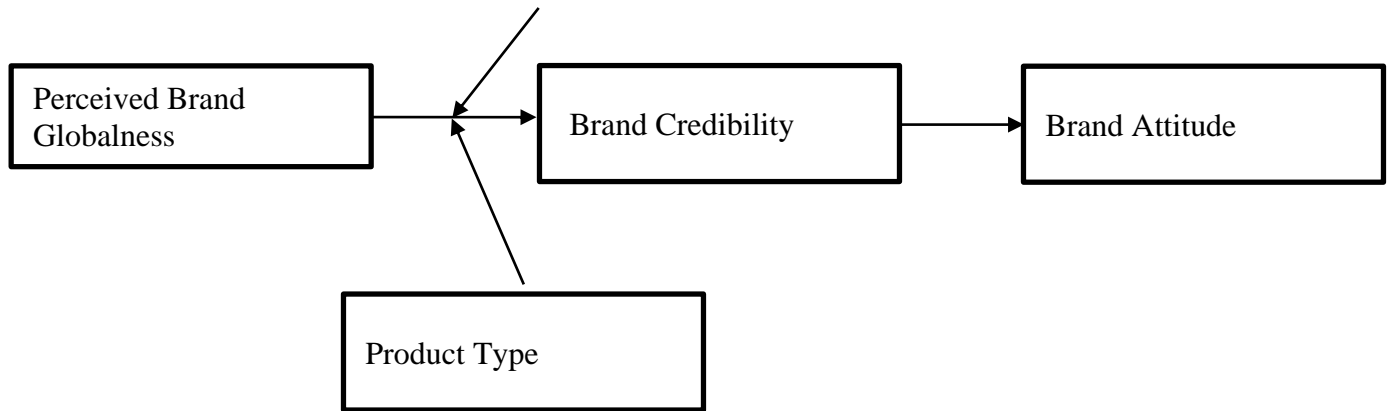
The brand attitude is found to have three important components. These include: “cognitive component”; “affective component” and “conation component”. These components help in developing a better image for the brand attitude. The credibility of the source also effects the brand attitude of the product(H., 2018). This is found to be very effective in this case as it helps in building a better brand image. Positive brand attitude also helps in attracting new customers thus improving the number of consumers which in return improves the sales of the product as well. The popularity of the brand also helps in having a positive brand attitude around the world. The “expectancy-value model” and the “cognitive response model” both plays an important role in determining the brand attitude based on the attributes of the brand(Belch & E., 2019). According to Shimp (1981), the brand attitude can be of two types i.e., favorable or unfavorable. Thus, positive attitude is considered to be most important for the success of the brands. Multiple sources are found to have a very important impact on the brand attitude. The non-attributable and attributable both aspects have an impact on the brand attitude during advertising of the product(Cohen & B, 2018). Visual as well as imaginary aspects both have an important impact on the brand attitude. Thus, as the digital world is growing, the commercials and the advertisement of the brands are becoming more important. Thus, all the attributes should be considered while promoting these products. This shows to have a significant impact on the brand attitude thus improving the brand quality and image as well(M. Gardner, 2019).

### 3.4 The Signaling Theory

Despite the globalization and the change in the overall looks of the markets, markets are imperfect and the information that exists between the firm and customers is of prime importance. Firms signal the production of products with certain credibility that satisfy the needs of the customers. Signaling theory suggests that brand is foremost channel of quality assessment between the firm and the customers. This is because efficient signaling between these two foremost factors of a market is very important. The theory is very helpful in explaining the behavior of the two important parties of the market and evaluate different levels of information between them. The signaling theory suggests that customers use an array of clue and information regarding the product they have intentions to purchase in order to reduce the risk. Signals are also represented by the product which are product related attributes like price, brand name and its origin. Consumers use these signals to assess the quality of the products and then mold their purchase behavior accordingly.

## Conceptual Framework of the Study

Country of Origin



**Figure 1: Research Model**

The following hypothesis can be deduced for this research model:

- H1: The impact of perceived brand globalness on brand attitude is significant.
- H2: The mediating role of brand credibility in between perceived brand globalness and brand attitude is significant.
- H3: The moderating role of country of origin between perceived brand globalness and brand credibility is significant.
- H4: The moderating role of product type between perceived brand globalness and brand credibility is significant.

#### IV. RESEARCH METHODOLOGY

##### 4.1 Nature of Research

The overall nature of the research is described by the research philosophy methods and approach that has been selected. The nature of research can be termed explanatory, exploratory, or descriptive. Exploratory research is usually based on the exploration of a new topic on which prior knowledge is limited, descriptive research involves the explanation and description of new information found in a field that has already been initiated, and the explanatory research is based on investigation of issues in active research fields based on a problem that had not been defined priorly in a new context. The current study mainly focuses on the investigation of the brand attitude and grand credibility behavior of consumers based on perceived rank globalness which is a domain that has been explored quite well in the past literature, but a particular problem identified by the research in that area is yet to be recognized i.e. the moderation of country of origin and the product type. Therefore, the nature of the current research can be considered to be explanatory (Lertxundi, Barrutia, & Landeta, 2019).

##### 4.2 Data Collection

In the current study, a cross-sectional design of research has been used. Cross-sectional research design requires the collection of data at the same time from the respondents to pool the data including demographics and opinions regarding research variables on which the study (Olsen & St George, 2004). Furthermore, as this study does not require comparison in terms of cause and effect, therefore, there is no need for conducting a data collection on multiple stages in the study. Moreover, the researcher has a limited time for conducting this study and cross-sectional data collection is most suitable in such cases.

The data collecting approach is a self-administered questionnaire-based survey, in which the researcher directly collected data from the research's intended population. Quantitative research methods are highly associated with studies which based on survey, close end questionnaire, and numeric data. The quantitative research method is the systematic plan of collecting data and information through numeric form. The questionnaire will be written in Microsoft Word, and the information were collected in a self-administered format. In order to collect primary data, we will design survey that encompasses survey questions on each variable of a conceptual framework. Following the scope and need of this study, we develop the latent construct to get primary data of variables by conducting survey. The nature of this research is cross-sectional. The survey is self-administered, which reduces the likelihood of any faulty responses or carelessness on the part of the responder. A structured questionnaire was used to collect data. The researcher will create a structured questionnaire in which respondents were required to respond to a certain set of questions with a specific range of replies or responses.

The useable responses were sorted in Microsoft Excel after the data has been collected, while the responses that are unclear, the questionnaires that have been filled with Inattentiveness, and cannot be evaluated will be discarded.

#### 4.3 Measurement model

The constructs in this study were measured by the usage of multiple-scale items. Demographic and construct-based items are both included in the survey. First of all, three demographic-related variables are collected. Using the five dimensions (Perceived Brand Globalness, Brand Attitude, Brand Credibility, Country of Origin, Product Type) with 25 measurements items for the variables. Perceived Brand Globalness is the independent variable in this study and its constructs have been adopted from the study by J.-B. E. Steenkamp et al. (2003). Three items are used for this variable. Brand attitude is the dependent variable in this study and its constructs have been adopted from previous studies (Paul & Bhakar, 2018; Sheinin, Varki, & Ashley, 2011). Three items are used for this variable. Brand credibility is the mediator in this study and its constructs have been adopted from the study by Erdem and Swait (2004). Four items are used for this variable. Product type is the first moderator in this study and its constructs have been adopted from the study by Arora, Prashar, Parsad, and Vijay (2020). Eight items are used for this variable. Country of Origin is the second moderator in this study and its constructs have been adopted from the study by Hien, Phuong, Tran, and Thang (2020). Seven items are used for this variable. Five-point Likert scale were used for all the variables with (1 = strongly disagree, 2 =disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

### V. DATA ANALYSIS

In this study, the Smart PLS software package is used for the application of Structural Equation Modeling (SEM). The analysis will include descriptive tests for the respondent profile, model validity, reliability, and hypotheses testing procedures will be included in the data analyses. The construct validity, convergent and discriminant validity is tested through the Smart Partial Least Squares (PLS) 3.2.9. Once, the validity of the model has been established, the researcher will construct the structural model using Smart PLS and use it to test the relationships between the independent, dependent, mediation, and Moderation variables.

The major objective of the study was to find out the impacts of perceived brand globalness on brand attitude, furthermore, the study has analyzed the mediating role of brand credibility in the relationship between perceived brand globalness and brand attitude as well. Moreover, the study has also considered the moderation of country of origin as a significant variable in between perceived brand globalness and brand credibility, in order to analyze that how these variables accumulatively impact the brand attitude. Furthermore, in the study product type has also been considered as a moderator in the relationship between perceived brand globalness and brand credibility, in order to analyze that how these variables accumulatively impact the overall brand attitude. In total a data of 419 participants has been considered in this research, as a result of which, the received data has been analyzed and interpreted in this section of data analysis and interpretation. On the selected data we have applied demographical analysis, descriptive analysis, confirmatory factor analysis, correlation analysis, structural equation modeling, KMO and Bartlett’s test, principal component analysis and the convergent and discriminant validity. Furthermore, for the analysis of reliability, we also applied the test of Cronbach alpha. For the purpose of analysis of the data, the software utilized include SPSS and Amos.

#### 5.1 Demographical details

The demographical details present with the personal information and demographical characteristics of the participants of the study, in total there are 419 participants of the study, and for these participants, the age, the level of experience, and the gender of the participants has been provided in the table below (Andrew, Arora, Bilmes, & Livescu, 2013). The table presents with the frequency and the percentage of the outcomes related to all of the dimensions of the demographical details of the participants.

First of all, the data regarding the age of the participants has been provided, according to the table 1 below, it can be observed that 20% of the participants are between 20 to 25 years of age, 19.3% of the participants are between 26 to 30 years of age, 21% of the participants are between 31 to 35 years of age, 22% of the participants are between 36 to 40 years of age whereas, 16.9% of the participants are above 40 years of age. From the data, it can be observed that the highest percentage of the participants lie in between the range of 36 to 40 years, which is 22% of the participants.

Furthermore, the data regarding the experience of the participants has been provided, it can be observed that 26.5% of the participants have experience above them two years, 24.6% of the participants have experience above than four years whereas, 48.9% of the participants have experienced less than or equal to two years. Furthermore, as far as the genders of the participants are considered, 59.7% of the participants are males whereas, 40.3% of the participants are females, which means that a higher percentage of males have participated in this study, and the females participated in the study at a lower percentage.

**Table 1: Demographical details**

Dimensions	Frequency	Percent
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<b>Age</b>	20-25	87	20.8
	26-30	81	19.3
	31-35	88	21.0
	36-40	92	22.0
	40+	71	16.9
	Total	419	100
<b>Experience</b>	2 years or less	205	48.9
	Above 2 years	111	26.5
	Above 4 years	103	24.6
	Total	419	100
<b>Gender</b>	Male	250	59.7
	Female	169	40.3
	Total	419	100

### 5.2 Descriptive statistics

The following table 2 below is representing the outcomes for the descriptive statistics, these are representing with the total number of the observations, the minimum obtained value, the maximum obtained value, the standard deviation and mean values, the skewness values and the values of kurtosis. The values of kurtosis are representing the statistic and standard error value as well (Bowen & Guo, 2011).

**Table 2: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
<b>PBG</b>	419	3.00	15.00	9.8401	3.14342	-.339	.119	-.774	.238
<b>BAT</b>	419	3.00	15.00	9.8496	3.16210	-.309	.119	-.881	.238
<b>PTYPE</b>	419	8.00	40.00	25.9427	7.12376	-.382	.119	-.697	.238
<b>COR</b>	419	7.00	35.00	24.1002	6.05236	-.513	.119	-.466	.238
<b>BCR</b>	419	4.00	20.00	12.8926	3.52848	-.185	.119	-.447	.238
<b>Valid N (listwise)</b>	419								

Note: Construct legend: Perceived Brand Globalness (PBG); Brand Attitude (BAT); Brand Credibility (BCR); Country of Origin (COR); Product Type (PTYPE)

N is representing the values, will show the total number of observations that have been obtained by the researcher against every factor, moreover, this is also representing the total number of valid responses by the participants. The minimum values are presenting the minimum extent of values that have been obtained by the researcher in the collected data whereas; the maximum values are representing the extent of maximum values that have been obtained by the researcher in the data collected. The mean values are supposed to be lying in between the minimum and maximum values, and this case is representing that all of the mean values lie in between the minimum and maximum values. It means that no value is extremely high or extremely low, all of the values lie around the mean values at a significant range, which represents the normality of the data and also represents that the data is normally distributed (Bro & Smilde, 2014). Furthermore, the lower standard deviation values represent with the fact that the data has the lowest extent of deviation from the mean values the values of the data are not significantly dispersed and most of the use lie around the mean values. Furthermore, the lower level of skewness is also representing that the data is not significantly skewed, and most of the data lies around the mean values, which means that the data is normal, and it is good to go for further testing and analysis as well (Brown, 2015).

### 5.3 Frequencies

In the table3 below, the frequencies related to the variables, and the missing values have been presented, the table is presenting the values for the total obtained responses, the standard error values, the standard deviation values, the skewness values and the values for the standard error of skewness (Brown & Moore, 2012).

**Table 3: Frequencies**

#### Statistics



		PBGL	BATT	PTYPE	COR	BCR
N	Valid	419	419	419	419	419
	Missing	0	0	0	0	0
	Std. Error of Mean	.15357	.15448	.34802	.29568	.17238
	Std. Deviation	3.14342	3.16210	7.12376	6.05236	3.52848
	Skewness	-.339	-.309	-.382	-.513	-.185
	Std. Error of Skewness	.119	.119	.119	.119	.119

The table above is presenting with the fact that there is total 419 valid obtained values by the researcher as a result of collecting the data against each factor; furthermore, there are zero missing values against each factor, which means that all of the obtained values are valid and complete. Furthermore, low level of standard deviation and skewness are representing with the fact that most of the values lie around the mean values and there is least dispersion and skewness in the data. The data is valid and normal, so the normal distribution is suggesting that the data is good to go for further testing and analysis.

5.4 KMO and Bartlett's Test

The outcomes of the KMO and Bartlett's Test are provided in the table below, this test is representing the values for Kaiser-Meyer-Olkin Measure of Sampling Adequacy and also for Bartlett's Test of Sphericity, the value for Kaiser-Meyer-Olkin Measure of Sampling Adequacy should be equal to or more than 0.8 according to the standards whereas, the significance value should be less than 0.05 for the Bartlett's Test of Sphericity to be significant (P. Cohen, West, & Aiken, 2014).

According to the table 4 below, the values for Bartlett's Test of Sphericity can be observed, it can be seen that the value of significance is less than 0.05, which means that the model and the data is significant, and the data is good to go for further testing and analysis. Furthermore, in the case of Kaiser-Meyer-Olkin Measure of Sampling Adequacy, it can be observed that the value is equal to 0.855, and this value is also above 0.8, which means that the values are significant and are also good to go for further testing and analysis

**Table 4: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	9401.618
	Df	300
	Sig.	.000

5.5 Rotated component matrix

The table 5 below represents with the results for the rotated component matrix, which represents the relationships that are present among the different components and items of the study. Like, against the first component, it can be seen that there is significant association between the first component and the three items related to PBG. According to the standard, the value should be equal to 0.7 or more than 0.7, so the researcher is interpreting all of the values present below in accordance with this standard (George & Mallery, 2018).

The items of BA and PT are also significantly related with the first component whereas, if all of the other components and items are analyzed as well, it can be observed that all of the items and components have a significant association. It means that both the model and the items are valid, and the data and model are good to go for further testing and analysis. All of the items and components have an association of 0.7 or more than 0.7, so, these values are right according to the standard (Hadi, Abdullah, & Sentosa, 2016).

**Table 5: Rotated Component Matrix<sup>a</sup>**

	Component				
	1	2	3	4	5
PBG1	.758				
PBG2	.721				
PBG3	.673				
BAT1		.777			
BAT2		.806			
BAT3		.719			
PTYPE1			.767		
PTYPE2			.635		

PTYPE3	.746	
PTYPE4	.813	
PTYPE5	.713	
PTYPE6	.751	
PTYPE7	.776	
PTYPE8	.822	
COR1		.787
COR2		.745
COR3		.809
COR4		.828
COR5		.837
COR6		.811
COR7		.732
BCR1		.787
BCR2		.737
BCR3		.894
BCR4		.907

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.  
A. Rotation converged in 6 iterations.

5.6 Convergent and Discriminant Validity

The assessment of validity and reliability is very significant before moving towards complex analysis tests and techniques, so, for this purpose, the researcher has applied the convergent and discriminant validity tests. The convergent validity represents the extent to which the new scales are related to each other and to the variables and other measures related to the same construct. Whereas discriminant validity represents the extent to which a specific test or measure is diverging from another measure, having underline construct which is conceptually unrelated to it (Hancock & Mueller, 2013).

So, in this way both of these constructs and measures are measuring the extent of validity however, according to the standard, the value of CR should be equal to or more than 0.8 whereas, on the other hand, the value of AVE is supposed to be equal to or more than 0.5. According to the table above, it can be observed that all of the values of CR are significantly equal to 0.8 or more than 0.8 whereas, all of the values of AVE are equal to or more than 0.5, which means that both the data and the model are significant and good to go for further testing and analysis.

Table 6: Convergent and Discriminant Validity

	CR	AVE	MSV	PBG	BATT	BCR	CO	PTYPE
<b>PBG</b>	0.833	0.689	0.494	<b>0.847</b>				
<b>BAT</b>	0.803	0.689	0.650	0.616	<b>0.844</b>			
<b>BCR</b>	0.906	0.656	0.650	0.629	0.800	<b>0.820</b>		
<b>COR</b>	0.757	0.654	0.249	0.434	0.489	0.482	<b>0.816</b>	
<b>PTYPE</b>	0.868	0.603	0.274	0.444	0.471	0.505	0.388	<b>0.865</b>

Note: Diagonal values (in bold) represent the square root of the average variance extracted (AVE) of the specific construct.

Furthermore, according to the standard, the values for MSV should be lower than the values of AVE, and it can be seen from all of the values above that the values of MSV are significantly lower than the values of AVE. So, it also represents the significance and validity of the model and the data as well (Hoyle, 2012). Furthermore, according to the standard, the values for discriminant validity should be more than 0.8, and in case of all of the factors, it can be observed that the values are more than 0.8 like in the case of PBG the value is equal to 0.847, and same case can be observed in the scenario of other variables and factors as well. Furthermore, below is the figure of confirmatory factor analysis as well, which is taken as a screenshot from the analysis that has been done on the software Amos.

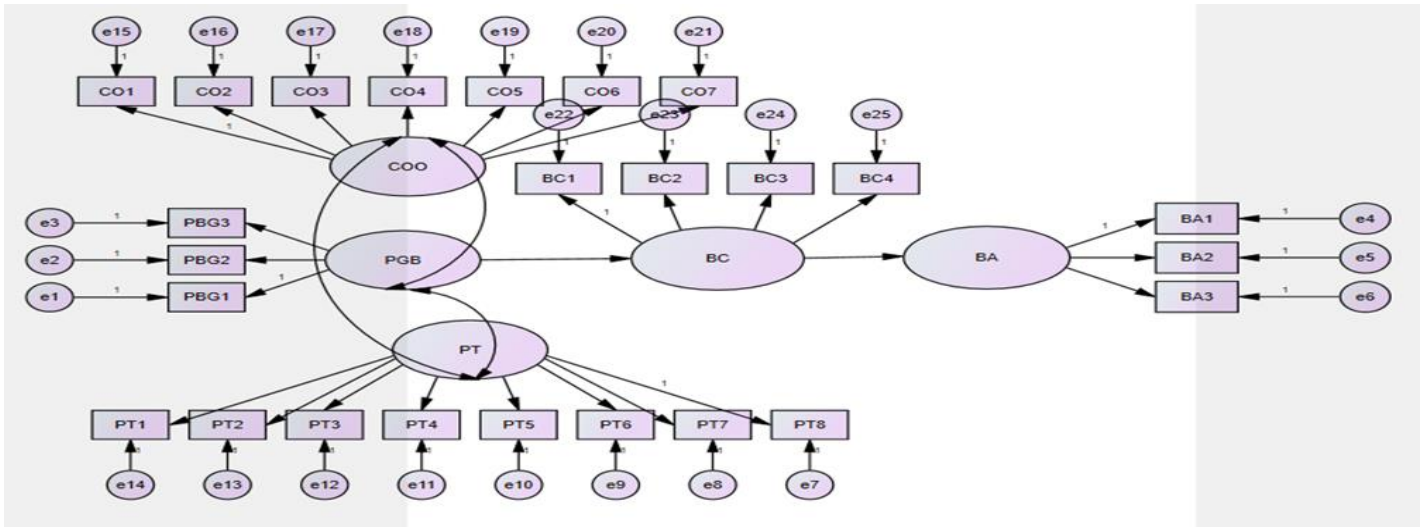


Figure 2: Confirmatory factor analysis

The figure 2 above represents the Screenshot for confirmatory factor analysis, which has been taken by the researcher from the analysis that has been done on the software Amos (Senthilnathan, 2019). The figure is representing the relationship that is present among the variables and the different constructs and items, the path diagram is formulated with the help of the software, in order to understand the direction of the effects.

6.7 Structural equation modeling

The results for structural equation modeling are presented in the table below; the table is representing the impacts of the variables on each other along with the estimated extent of impact and the direction of the relationship as well. The effect size and effect direction has been elaborated with the help of structural equation modeling, and below is the discussion regarding the impacts of the variables on each other (Shlens, 2014). According to the table above, the impact of perceived brand globalness on the brand attitude is significant and positive as the value of significance or the P value is less than 0.05, which is representing that there is significant influence of the perceived brand globalness on the overall brand attitude (Ullman & Bentler, 2012). Furthermore, the estimated extent of the impact is equal to 12.8%, which means that with every 1% increase in the perceived brand globalness there will be 12.8% of increase in the brand attitude. Hence, it approves the proposed hypothesis, “Perceived brand globalness has a significant impact on brand attitude”. Furthermore, this impact has been observed to be significant and positive as well.

Table 7: Structural equation modelling

Effects			Estimate	S.E.	C.R.	P	Hypothesis	Decision
PBG	→	BAT	.128	.055	5.557	.000	H1	Accepted
BCR	→	BAT	.270	.029	11.157	.000	-	Accepted
<b>Mediation</b>			<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Hypothesis</b>	<b>Decision</b>
PBG*BCR	→	BAT	.120	.041	5.440	.000	H2	Accepted
<b>Moderation</b>			<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>	<b>Hypothesis</b>	<b>Decision</b>
PBG*COR	→	BCR	.128	.051	5.550	.000	H3	Accepted
PBG*PTYPE	→	BCR	.269	.043	4.189	.512	H4	Rejected

secondly, it can be observed that the mediation of brand credibility in between perceived brand globalness and brand attitude is significant and positive as well, which means that with the enhancement of brand credibility, perceived brand globalness increases as well, which positively influences the brand attitude accumulatively (Temel, Şen, & Özcan, 2018). With every 1% increase in the brand credibility, there will be 12% enhanced impact of perceived brand globalness on the brand attitude accumulatively. It means that the mediation of brand credibility will positively influence brand attitude as well and will enhance the impact of brand credibility on brand attitude. Hence, the mediation is significant and positive. So, it approves the proposed hypothesis, “Brand credibility has a significant mediating role between perceived brand globalness and brand attitude”. Furthermore, the moderation of product type and country of origin has also been assessed in between perceived brand globalness and the factor of brand credibility first of all, the moderation of

country of origin has been observed. According to the table above, it can be observed that there is a significant moderation of country of origin in between perceived brand globalness and brand credibility. The value of significance is less than 0.05, and the estimated extent of impact is equal to 12.8%, which means that the moderation is equal to a value of 12.8%. However, the impact is observed to be positive and significant, so, the third statement of hypothesis is accepted as well, which proposed that, “Country of origin has a significant moderating role between perceived brand globalness and brand attitude”. Moreover, according to the table above, there is a significant influence of country of origin on both the brand credibility and brand attitude as well, as it has been observed already that brand credibility positively and significantly influences the overall brand attitude, so, if through the impact of Country of origin, brand credibility enhances positively, the brand attitude is also going to be enhanced positively and significantly (Ullman & Bentler, 2012). Lastly, the analysis has analyzed the moderating role of product type in between the factors perceived brand globalness and brand credibility, it has been found out that the influence of this moderating variable is insignificant as the value of significance is more than 0.05 and is equal to 0.512. This makes the impact insignificant so, it can be proposed that there is no significant moderation of product type in the relationship between perceived brand globalness and brand attitude, moreover, eventually it also does not significantly influence the factor brand attitude. So, according to the presented results in the table, the statement of hypothesis is rejected which proposes, “Product type has a significant moderating role between perceived brand globalness and brand attitude”.

## VI. DISCUSSION

The continuous increase in globalization has played a significant role in opening doors for the success of different countries while letting down many barriers. This has encouraged the trading between different countries promoting the concept of perceived brand globalness. Different markets have been globalized around the world in order to fit in as well as to earn profit and success. Senegal being one of such markets in West Africa has adopted the global structure very effectively. This has led to economic growth of Senegal. However, the consumers in Senegal, are found to have a critical attitude towards globalization. Such behavior of the consumers also shows the perceived brand globalness. Thus, different local as well as global brand positioning strategies are manifested in the country in order to determine the perception of the consumers. So, this research study was conducted to determine the impact of perceived brand globalness on the brand attitude by considering the mediating role of brand credibility and the moderating role of country of origin and the product type. This research was conducted in context of Senegal by considering its globalized market. It was a quantitative study. For this study, online survey was conducted on a large scale. It was a cross-section research study. Different hypotheses were also formulated for this research study which were analyzed by SEM. Four main results were obtained from the findings of this research study.

First result obtained from this study showed that perceived brand globalness has a significant impact on the brand attitude. Many research studies conducted in the past also supported this result. According to Alhabeeb (2002), the value of the product is estimated by the consumers depending on the “perceived brand quality” (PBQ) and “perceived brand prestige” (PBP). This is due to the buying behavior of the consumers. The second result obtained from this research study showed that the brand credibility has a significant mediating role in relation between perceived brand globalness and the brand attitude. A set of conducted studies also supported this finding. Three constructs were considered to be important for establishing the brand credibility. These included: “brand investments”, “clarity”, and “consistency” (Erdem, Swait, & Valenzuela, 2006). These constructs were found to have an impact on the perceived brand globalness that influences the brand attitude. According to T.-Y. Chen et al. (2013), the relationship between the perceived brand globalness and brand credibility was found to be positive as the products marketed globally were more sensitive towards authenticity and quality in order to maintain the image of the brand in the world. According to Nayeem, Murshed, and Dwivedi (2019), the brand credibility is considered two important components which include: “expertise” and “trustworthiness”. These components were highly considered during the initial marketing strategies. However, even now many marketing strategic consider brand credibility as a crucial factor as it helps in brand imaging as well as positioning in the minds of the people. Such strategies help in gaining the trust of the people more easily by help them in decision making processes and lowering the level of risk that they might experience (Martín-Consuegra, Faraoni, Díaz, & Ranfagni, 2018). Thus, the “level of risk” is found to be decreased by brand credibility and it helped in developing a good image of the brand thus increasing the perceived quality of the product.

It is also found to have a great influence on the minds of the people resulting in their positive brand attitude (Ladeira, Santini & Jardim, 2020). According to K. Chen, Luo, and Wang (2017), a positive word of mouth is considered to be important to increase its demand by the people. However, if a positive word of mouth is not available for a brand, its negative image starts to get the hype. In order to prevent this, the companies design specific strategies to promote the positive word of mouth for their products. This was supported by (An, Do, Ngo, & Quan, 2019) that the brand credibility has a positive impact on the word of mouth of the product that helps in improving the positive brand attitude as well. This encourages the people to go for more global products in order to experience their quality. According to Jeng (2016), the brand credibility is judged by its delivery that it promises. The views of the consumers of the products also play a vital role in determining the brand credibility.

The increased globalization in the past few years has also increased the significance of brand credibility in the marketing strategies. The brand i.e., able to fulfill its commitments with its consumers, is considered to be a positive brand and automatically the credibility of such brand is increased as the consumers are satisfied with it. According to “signaling theory”, the brand acts as a “signal” while the consumer acts as a “receiver”. If the consumer trusted the brand, he/she will start signaling through the brand by offering it to others as well. They will be comfortable enough to use the products in to reflect their own identities. Such consumers acknowledge

their “self-concept” when relying on a credible brand (Black & Veloutsou, 2017). The brand credibility also helps in creating a connection with the brand. Thus, the increasing globalization has encouraged the brands to develop the quality of their products rather than categorizing them to increase the product categories.

This study helped in determining the need of hour. Due to increasing no. of global markets, the competition has become difficult and different brands need to up their games to survive in such an era of globalization. This study also emphasizes on the social responsibility of the global brands. As these brands develop an identity for themselves, they are considered by many consumers around the globe. The country of origin of such brands also impacts the perceptions of the consumers about the perceived brand globalness of their products that has an impact on the brand attitude that influences the buying behavior of the consumers. Thus, it has also been observed that a positive word of mouth about the brand helps in positive publicity of the brand encouraging more people to buy it. This ultimately increases the brand credibility thus promoting the trust of the consumers who start to signal the brands of their trust.

## VII. CONCLUSION

The present world is considered to be a globalized village as the increased globalization is helping in decreasing barriers between the countries and promoting the exchange of thoughts, beliefs, goods, human resources etc. between the countries. Initially many of the West African countries like Senegal has shown a lot of changings in order to convert itself into a global market. However, with the increasing competition, the country is facing different difficulties in keeping up with the globalized world. The people of Senegal, however, has developed a critical thinking behavior about the globalization in the past few years. Different political factors were also found to have an impact on the perceived brand globalness in Senegal. Even though Senegal also manages to be one of the growing global markets in the world. It has been of the view that the image of the country is also found to have an impact on the brand image. This research study was conducted to determine the impact of perceived brand globalness on the brand attitude by considering the mediating role of brand credibility and the moderating role of country of origin and the product type. It was a quantitative study conducted in Senegal through an online survey.

The results obtained from this research study showed that the perceived brand globalness has a significant impact on the brand attitude. This encourages the brands of Senegal to work towards the perceived brand globalness in order to have a better reach to the consumers in different parts of the world. Such attitude helps them to be more productive in engaging more consumers being a part of the global market. For this purpose, most of the brand in Senegal prefer to export their products in different global markets thus effecting the critical analysis of the brands. For this purpose, the positive word of mouth about the brand is also considered to be very important by the Senegal brands (Wu & Wang, 2011). This study also showed the positive mediating role of brand credibility in relationship between the perceived brand globalness and the brand attitude. Different market strategies are designed by such brands considering the significance of brand credibility. This study also showed a positive moderating impact of country of origin in relation with the perceived brand globalness and the brand attitude. The domestic brands in Senegal use better marketing strategies as well as positioning strategies. So, other global brands have to face quite a competition in developing a place in the minds of the consumers. However, the prestige of the local as well as the foreign brands also has an impact on the brand attitude. However, the foreign market has to face a lot of pressure due to the positioning of locally available brands in Senegal. The role of marketers is considered to be important in this regard as they are considered to be the ones to design the strategies for positioning of their products in the minds of local consumers as well as globally. However, different brands offer different product types. Even though the product type is not considered to have a significant impact on the perceived brand globalness. Whereas, in case of high involvement of product category in the marketing strategy, it might have an impact on the perceived brand globalness. The global brands in Senegal have even introduced different product categories but still no effective positing is observed in the mind of domestic people in Senegal. However, the cultural values in Senegal, are also considered to have an important impact on the brand attitude. That’s why the positioning of the domestic brands in Senegal is highly accepted by the consumers.

This research study also helped in determining the impact of perceived brand globalness on brand attitude in context of Senegal. Senegal is a West African country with a growing global market. The brand attitude is also impacted by the brand credibility as well the country of origin and product type. Thus, it has been concluded from this research study, that the brand credibility has a strong influence on the relationship between the perceived brand globalness and the brand attitude. Different brands in Senegal have used positive WOM to promote their brands by means of electronic means, social media etc. This has helped the domestic brand in Senegal to be highly accepted by the consumers as compared to foreign brands. However, such marketing strategies are also being used by the brands of Senegal to operate in the foreign countries improving their reach globally.

## VIII. LIMITATIONS AND FUTURE RESEARCH INDICATIONS

For this research study, the online survey was conducted, and 50 key informants were selected to forward the link of the questionnaire to 500 respondents. However, only 325 of these respondents responded. Even 27 of these responses were also not included in the final study. The main reason for this was incomplete answers. Thus, this led to a small sample size. This method of collecting data did not consider to be effective as the respondents did not take their duty seriously. In order to prevent such issues for the future research

studies, the questionnaires should be self-administered without involving the third party and the completion of data should be made necessary for every respondent in order to have complete and effective data for analysis.

For this research study, the cross-sectional time horizon was used due to limited time. This only helped in obtaining the data for a limited time frame that was not applicable in many of the areas of perceived brand globalness. However, for future research studies, more longitudinal studies should be conducted in order to collect data over an extended period in order to determine the impact of different macro as well as micro elements on the perceived brand globalness as well as the brand attitude. This will help in obtaining a better understanding of the needed reforms in order to improve brand attitude.

For this research study the impact of few variables is considered to determine the brand attitude. These variables included: perceived brand globalness, brand credibility, country of origin and product type. This helped in providing a little literature review for brand attitude. However, many other studies also focus on the influence of other variables on the brand attitude. For future research studies, the impact of other variables such as brand prestige, brand loyalty, brand awareness and brand quality (Choi, Ok, & Hyun, 2011) should also be considered. As these variables are considered to have a substantial influence on brand attitude. However, many studies have been conducted regarding the proposed variables, but no such study has been conducted in context of Senegal. So, such study conducted in the future will help the global market of Senegal to consider these factors also to improve the brand attitude. This will be highly effective in case of positioning of domestic products in Senegal.

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