The Influences of Perceived Brand Quality and Ethnocentrism on Consumption Patterns of Global Sport Brands

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Globalization is one of the hottest issues in contemporary society. Today, many corporations have adopted global marketing approaches in their branding strategies. Among the many known benefits of globalization, particularly, companies seek to benefit from the image of global brands (Zhou, Teng, & Poon, 2008). The global image of a brand often makes consumers choose the brand over local brands even when its quality and value are not objectively superior (Steenkamp, Batra, & Alden, 2003). It is evident from psychology and marketing literature that perceived brand globalness (PBG) was a significant predictor of perceived brand quality (PBQ) as well as consumption behaviors (e.g., Keller, 1998; Shocker, Srivastava, & Rueckert, 1994; Steenkamp et al.).

On the other hand, marketers have also been interested in the opposite side of a global brand. A group of consumers may dislike the global brand just because it is imported. Verlegh (2007) addressed that consumers would be often negatively biased toward global brands when comparing to their local brands. Shimp and Sharma (1987) introduced the concept of consumer ethnocentric tendency (CET) and noted that it negatively influenced global consumption activities. A review of literature reported consistent results that variations in CET levels influenced consumers’ attitude toward or purchase intention of global brands (e.g., Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000; Güneren & Öztüren, 2008; Kaynak & Kara, 2002).

Consumers’ different perceptions and personality systems associated with global brands may create different brand value and utility. Therefore, the researchers were interested in applying the established conceptual and empirical findings from the past literature to the sport context to see whether individuals’ PBQ and CET influence their consumption behaviors of global sport services. The purpose of this study was two-fold: (a) how consumers’ PBQ mediated the relationship between PBG and watching intention (WI); (b) how different levels of CET moderated the relationship between PBG and WI. As an intangible product, the EPL was selected for this research.

The participants were selected from students attending a large university in the northwestern Seoul in Korea during the spring semester in 2009. After excluding 13 incomplete questionnaires, 302 (male: 236; female: 65) usable ones were utilized in further data analyses. A questionnaire included 10 items: three items for PBG (Batra et al., 2000); two items for PBQ (Keller & Aaker, 1992); two items for WI (Dodds, Monroe, & Grewal, 1991); three items for CET (Shimp & Sharma, 1987). For hypotheses testing, a χ2 difference test and a structural equation modeling (SEM) were employed.

For testing of the mediation effect of PBQ in the relationship between PBG and WI, results from the the χ2 difference test and the comparison of the root mean squared error of approximation indicated that the partial mediation model was superior to the full mediation model. For testing of the moderation effects of CET, SEMs for high CET and low CET group was independently conducted. Results showed no significant relationship between PBG and WI in the high CET group, supporting a full mediation effect of PBQ. However, there was a significant relationship between PBG and WI in the low CET group. As a result, the study confirmed the moderating role of CET in the relationships between PBG and WI. Further findings and managerial implications will be presented, as will future research ideas along this line of inquiry.

References


