Web Appendix
On the Interplay between Consumer Dispositions and Perceived Brand Globalness: Alternative Theoretical Perspectives and Empirical Assessment

Appendix W1: Overview of Empirical Studies

	Study 1	Study 2	Study 3	Study 4	Study 5	Study 6	Study 7	Study 8	Study 9	Study 10	Study 11	Study 12	Study 13
Country	Austria	Austria	Austria	Austria	Slovakia	Slovakia	Slovakia	Slovakia	Slovakia	Germany	South Korea	Austria	Russia
Product category	Coffee	Clothes	Shower gel	Laptop bags	Chocolate	Skis	Shower gel	Laptop bags	Tablet PC	Airlines, Cars	Airlines, Cars	Sport clothes, Chocolate, Motorcycles	Shoes
Brand name	Doncafe* (F)	Pandora (F)	Blu (F)	Brynx (F)	Chockina (F)	XTRA (F)	Bee (F)	Vera (F)	iCona (F)	Hyundai, Peugeot, Volkswagen, Emirates, Korean Air, Lufthansa	Hyundai, Peugeot, Volkswagen, Emirates, Korean Air, Lufthansa	Atomic, North Face, Manner, Snickers, Yamaha, KTM, Loeffler, Zotter, Puch	Baldinini
Consumer dispositions	CET, COSMO, GI, LI	CET, COSMO, GI, LI	CET, COSMO, GI, LI	CET, COSMO, GI, LI	CET, COSMO, GI, LI	CET, COSMO, GI, LI	CET, COSMO, GI, LI	CET, COSMO, GI, LI	CET, COSMO, GI, LI	CET, COS, GI, GA	CET, COS, GI, GA	CET, COSMO, GI, LI	CET, COSMO
Brand outcomes	BQ, BP, BT, BPI	BQ, BP, BT, BPI	BA, BPI	BA, BPI	BPI, WOMI	BPI, WOMI	BPI, WOMI	BPI, WOMI	BPI, WOMI	EVA, BA	EVA, BA	BA, BPI	BA, BPI, BQ, BP
Data collection	Online	Online	Paper & pencil	Paper & pencil	Online	Online	Online	Online	Online	Online	Paper & pencil	Online	Online
Study design	Between subjects	Between subjects	Between subjects	Between subjects	Between subjects	Between subjects	Between subjects	Between subjects	Between subjects	Within subjects	Within subjects	Between subjects	Between subjects
Age (SD)	26.2 (4.5)	26.6 (4.8)	44.3 (15.6)	43.2 (13.9)	31.2 (9.5)	31.0 (9.8)	33.4 (11.9)	35.1 (11.9)	30.8 (9.1)	23.3 (3.4)	24.6 (3.4)	37.9 (16.0)	29.1 (6.1)
% female	56.1%	55.9%	50.5%	49.5%	31.8%	37.8%	46.2%	42.9%	32.9%	33.3%	41.3%	52.5%	66.0%
N	98	102	93	91	66	74	78	70	82	124	155	280	97

Notes: *Doncafe is a real brand that is not sold in Austria; N_{total} = 1,410; F = Fictitious brand; CET = Consumer Ethnocentrism; COSMO = Consumer Cosmopolitanism; GI = Global Identity; LI = Local Identity; COS = General Cosmopolitanism; GA = Globalization Attitude; BQ = Brand Quality; BP = Brand Prestige; BT = Brand Trust; BPI = Brand Purchase Intentions; BA = Brand Attitude; WOMI = Word of Mouth Intentions; EVA = Brand Evaluation.

Appendix W2: Manipulation Checks (Fictitious Brand Studies)

	Study 1	Study 2	Study 3	Study 4	Study 5	Study 6	Study 7	Study 8	Study 9
Country	Austria	Austria	Austria	Austria	Slovakia	Slovakia	Slovakia	Slovakia	Slovakia
Product category	Coffee	Clothes	Shower gel	Laptop bags	Chocolate	Skis	Shower gel	Laptop bags	Tablet PC
Global stimulus	5.99 (.99)	6.28 (.84)	4.05 (1.73)	4.11 (1.13)	4.19 (1.72)	4.35 (1.50)	4.58 (1.29)	4.04 (1.12)	4.75 (1.02)
Local stimulus	1.63 (.83)	2.33 (1.58)	3.31 (1.60)	3.24 (1.21)	2.49 (1.17)	2.41 (1.45)	2.15 (1.07)	2.89 (1.50)	2.40 (1.38)
t-value	19.46	13.06	1.75	2.85	4.06	3.95	5.82	2.61	6.26
p-value	.000	.000	.085	.006	.000	.000	.000	.013	.000
N	98	102	93	91	66	74	78	70	82

Notes: Means on a 7-point PBG scale; standard deviations in parentheses; All stimuli have been pre-tested and found to be significantly different in terms of PBG; Studies 1-4 also include a neutral stimulus.

Appendix W3: Construct Measurement

Construct	Scale source	No. of items	Cronbach's α range across studies*
Consumer Ethnocentrism (CET)	Verlegh (2007)	5	.78 – .94
General Cosmopolitanism (COS)	Cleveland, Laroche, and Papadopoulos (2009)	6	.91 – .92
Consumer Cosmopolitanism (COSMO)	Riefler, Diamantopoulos, and Siguaw (2012)	12	.85 – .92
Global Identity (GI)	Tu, Khare, and Zhang (2012)	4	.66 – .88
Local Identity (LI)	Tu, Khare, and Zhang (2012)	4	.76 – .90
Globalization Attitude (GA)	Riefler (2012)	4	.73 – .85
Perceived Brand Globalness (PBG)	Steenkamp, Batra, and Alden (2003)	3	.61 – .96
Brand Quality (BQ)	Keller and Aaker (1992); Taylor and Bearden (2002); Kumar (2005a, 2005b)	4	.89 – .94
Brand Trust (BT)	Chaudhuri and Holbrook (2001)	3	.93 – .95
Brand Prestige (BP)	Baek, Kim, and Yu (2010)	3	.93 – .95
Brand Evaluation (EVA)	Riefler (2012)	4	.81 – .83
Brand Attitude (BA)	Fuchs and Diamantopoulos (2012)	4	.91 – .96
Brand Purchase Intentions (BPI)	Dodds, Monroe, and Grewal (1991), Putrevu and Lord (1994)	3	.82 – .96
Word of Mouth Intentions (WOMI)	Brown, Barry, Dacin, and Gunst (2005)	2	.92 – .99

Notes: * 95 out of 99 Cronbach's alpha values are >.70

Web Appendix W4: Estimation Results for Fictitious Brands

Country	**Austria**												**Slovakia**											
N	N = 98				N = 102				N = 93		N = 85		N = 66		N = 74		N = 78		N = 70		N = 82	
Product category	Coffee				Clothes				Shower gel		Bag		Chocolate		Skis		Shower gel		Bag		Tablet	
Outcomes	BQ	BP	BT	BPI	BQ	BP	BT	BPI	BA	BPI	BA	BPI	BPI	WOMI	BPI	WOMI	BPI	WOMI	BPI	WOMI	BPI	WOMI
	β	β	β	β	β	β	β	B	β	β	β	β	β	β	β	β	β	β	β	β	β	β
CET→PBG	.23				-.18				.00		-.04		**-.21***		.01		.02		-.03		-.14	
Main effects on DV																						
PBG	.01	**.30***	-.12	.03	**.10***	**.36***	-.08	.11	.07	-.02	**.31***	.17	.07	.00	.04	.14	.07	.15	**-.21***	-.07	.14	**.29***
CET	**-.19***	-.14	-.15	**-.31***	-.15	-.11	-.10	-.18	**.18**	.08	.12	**.23***	**.34***	**.36***	.18	.21	.08	.12	**.27***	**.36***	**.26***	**.33***
Interaction effect																						
PBG×CET	.01	.08	.00	.02	-.04	-.05	**-.11***	-.09	-.05	**-.11***	.00	-.06	-.09	**-.19***	-.04	-.02	-.04	-.05	-.09	-.07	-.05	-.03
PBG mediation																						
-1 SD *Lower BCCI*	-.05	**.00**	-.11	-.03	-.12	-.24	-.09	-.19	-.05	-.05	-.10	-.10	-.22	**-.26**	-.03	-.04	-.03	-.05	-.02	-.06	-.11	-.17
Upper BCCI	.03	**.13**	.01	.10	.01	.04	.02	.02	.04	.05	.05	.04	.02	**.00**	.04	.06	.07	.08	.08	.03	.01	.01
Mean *Lower BCCI*	-.03	-.01	**-.09**	-.01	-.07	-.19	-.01	-.11	-.03	-.02	-.08	-.07	-.13	-.07	-.02	-.04	-.02	-.03	-.03	-.01	-.09	-.13
Upper BCCI	.04	.18	**.00**	.09	.01	.04	.07	.01	.02	.02	.06	.02	.04	.09	.03	.05	.04	.05	.07	.06	.01	.01
+1 SD *Lower BCCI*	-.04	**.00**	-.11	-.02	-.08	-.18	-.02	-.07	-.04	-.07	-.08	-.10	-.05	-.01	-.04	-.04	-.03	-.02	-.04	-.03	-.10	-.14
Upper BCCI	.07	**.27**	.02	.14	.01	.03	.14	.04	.05	.07	.06	.03	.18	.28	.04	.06	.04	.05	.14	.11	.02	.01
IMM *Lower BCCI*	-.02	-.01	-.03	-.02	-.01	-.01	-.01	-.01	-.02	-.03	-.02	-.01	-.01	**.00**	-.02	-.01	-.02	-.02	-.01	-.01	-.01	-.01
Upper BCCI	.03	.08	.03	.06	.05	.07	.08	.10	.02	.03	.01	.05	.08	**.12**	.01	.01	.01	.01	.05	.04	.04	.05
R^2	.06	.18	.07	.08	.09	.27	.06	.06	.06	.06	.15	.09	.15	.21	.08	.09	.02	.07	.21	.17	.14	.17
COSMO→PBG	-.14				.37				.29		.00		-.05		.11		.08		-.27		-.10	
Main effects on DV																						
PBG	-.02	**.27***	**-.13***	.05	**.10***	**.34***	-.08	.13	.07	-.03	**.31***	.19	-.05	-.14	.04	.12	.05	.13	-.18	-.03	.10	.24
COSMO	.22	.14	.20	**.57***	**.47***	**.44***	**.39***	.25	.01	-.07	-.12	-.29	.20	.07	.14	.17	.24	.13	.25	**.36***	-.16	-.07
Interaction effect																						
PBG×COSMO	.06	.01	.03	.09	.01	.15	.08	.03	**.19***	**.23***	.03	.09	.05	.07	.02	.06	.14	.12	-.16	-.20	-.06	-.05
PBG mediation																						
-1 SD *Lower BCCI*	-.01	-.25	-.04	-.04	-.02	-.07	-.16	-.04	-.18	-.25	-.13	-.08	-.05	-.09	-.03	-.03	-.12	-.04	-.07	-.24	-.16	-.19
Upper BCCI	.10	.05	.13	.08	.03	.18	.03	.17	.02	.01	.09	.08	.20	.27	.06	.09	.02	.06	.11	.02	.03	.06
Mean *Lower BCCI*	-.02	-.18	-.03	-.11	-.03	-.11	-.09	-.04	-.02	-.10	-.13	-.09	-.04	-.05	-.01	-.01	-.01	-.02	-.01	-.07	-.11	-.14
Upper BCCI	.05	.07	.11	.02	.09	.24	.02	.14	.12	.03	.11	.08	.09	.16	.06	.09	.07	.10	.19	.12	.02	.04
+1 SD *Lower BCCI*	-.09	-.18	-.02	-.17	-.02	-.12	-.08	-.04	-.01	-.01	-.12	-.12	-.09	-.06	**.01**	-.02	-.03	-.03	-.01	-.02	-.08	-.17
Upper BCCI	.03	.07	.16	.03	.13	.35	.03	.21	.22	.21	.15	.13	.06	.13	**.07**	.14	.15	.18	.35	.32	.05	.03
IMM *Lower BCCI*	-.10	-.06	-.10	-.16	-.03	-.03	-.02	-.06	-.01	-.01	-.04	-.05	-.11	-.15	-.01	-.01	-.02	-.02	-.01	**.00**	-.01	-.02
Upper BCCI	.02	.03	.02	.03	.07	.20	.14	.14	.15	.19	.02	.06	.05	.03	.03	.06	.10	.11	.18	**.22**	.10	.11
R^2	.03	.15	.06	.08	.15	.31	.08	.04	.08	.10	.14	.07	.03	.02	.02	.04	.07	.06	.11	.09	.04	.06

Notes: PBG = Perceived Brand Globalness; CET = Consumer Ethnocentrism; COSMO = Consumer Cosmopolitanism; GI = Global Identity; LI = Local Identity; BQ = Brand Quality, BP = Brand Prestige; BT = Brand Trust; BA = Brand Attitude; BPI = Brand Purchase Intentions; WOMI = Word of Mouth Intentions; * $p < .05$; IMM = Index of Moderated Mediation; BCCI = Bias Corrected 95% Confidence Intervals; 5,000 bootstrap samples; Additional Sobel tests corroborate the results of bootstrapped mediation tests.

Web Appendix W4: Estimation Results for Fictitious Brands (continued)

Country	Austria												Slovakia									
N	N = 98				N = 102				N = 93		N = 85		N = 66		N = 74		N = 78		N = 70		N = 82	
Product category	Coffee				Clothes				Shower gel		Bag		Chocolate		Skis		Shower gel		Bag		Tablet	
Outcomes	BQ	BP	BT	BPI	BQ	BP	BT	BPI	BA	BPI	BA	BPI	BPI	WOMI	BPI	WOMI	BPI	WOMI	BPI	WOMI	BPI	WOMI
	β	β	β	β	β	β	β	B	β	β	β	β	β	β	β	β	β	β	β	β	β	β
GI→PBG	-.01				.01				**.34***		.06		-.12		.06		-.02		-.10		.02	
Main effects on DV																						
PBG	-.01	**.26***	**-.13***	.04	**.12***	**.37***	-.08	.13	.02	-.03	**.31***	.19	-.05	-.09	.04	.14	.06	.14	-.19	-.05	.11	**.24***
GI	.13	.03	.09	**.43***	**.37***	**.45***	**.41***	**.36***	.17	-.07	-.09	-.02	.06	.26	.19	.16	.17	.17	**.25***	**.33***	-.11	-.14
Interaction effect																						
PBG×GI	-.03	.02	-.03	.07	-.02	-.04	.03	.02	**.20***	**.22***	.03	-.01	.03	-.03	-.10	-.06	.09	.06	-.06	-.08	.00	.00
PBG mediation																						
-1 SD *Lower BCCI*	-.03	-.12	-.04	-.05	-.05	-.15	-.05	-.05	**-.23**	**-.25**	-.04	-.03	-.05	-.06	-.03	-.03	-.03	-.04	-.02	-.09	-.05	-.07
Upper BCCI	.03	.07	.07	.06	.05	.12	.04	.07	**.00**	**-.02**	.08	.09	.14	.14	.08	.11	.05	.03	.13	.03	.06	.11
Mean *Lower BCCI*	-.02	-.10	-.05	-.04	-.04	-.11	-.03	-.04	-.05	-.09	-.05	-.03	-.03	-.03	-.01	-.02	-.05	-.05	-.01	-.02	-.03	-.06
Upper BCCI	.02	.09	.05	.03	.04	.12	.03	.05	.07	.04	.10	.11	.09	.13	.04	.08	.02	.03	.10	.08	.06	.10
+1 SD *Lower BCCI*	-.03	-.10	-.05	-.06	-.03	-.09	-.03	-.05	**.02**	**.00**	-.05	-.03	-.09	-.03	-.09	-.02	-.09	-.09	-.02	-.02	-.04	-.07
Upper BCCI	.04	.11	.08	.05	.05	.11	.02	.07	**.24**	**.22**	.014	.15	.08	.18	.02	.08	.04	.05	.13	.12	.07	.11
IMM Lower BCCI	-.02	-.03	-.02	-.05	-.02	-.03	-.02	-.03	**.01**	**.02**	-.01	-.04	-.07	-.30	-.05	-.04	-.05	-.04	-.01	-.01	-.02	-.02
Upper BCCI	.03	.02	.03	.04	.01	.02	.02	.03	**.16**	**.17**	.03	.02	.02	.70	.01	.01	.02	.02	.05	.06	.03	.04
R^2	.02	.15	.05	.10	.21	.37	.19	.10	.12	.09	.14	.03	.01	.06	.08	.06	.06	.07	.13	.10	.03	.06
LI→PBG	-.13				-.15				.13		**.21***		-.03		.18		.08		-.17		-.18	
Main effects on DV																						
PBG	.00	**.27***	-.12	.05	**.11***	**.36***	-.07	.13	.06	.02	**.26***	.13	-.05	-.12	.04	.10	.08	.17	-.20	-.06	.11	**.29**
LI	**.19***	.11	**.17***	.09	-.11	.03	.01	-.17	**.33***	.14	.17	.04	.20	.05	.04	.20	.07	-.15	.16	.17	.09	**.26**
Interaction effect																						
PBG×LI	-.01	.00	-.03	.01	.00	.05	.01	.01	-.03	**-.16***	-.02	-.15	-.03	**-.19***	.01	-.10	**-.23***	**-.17***	-.09	-.10	-.07	.03
PBG mediation																						
-1 SD *Lower BCCI*	-.05	-.15	-.01	-.08	-.11	-.20	-.02	-.15	-.02	-.02	**.00**	**.01**	-.06	-.15	-.04	-.09	-.07	-.06	-.03	-.14	-.21	-.26
Upper BCCI	.02	.03	.06	.02	.01	.02	.08	.02	.12	.15	**.17**	**.20**	.07	.05	.08	.02	.17	.19	.09	.03	.01	.01
Mean *Lower BCCI*	-.02	-.12	-.01	-.07	-.07	-.17	-.01	-.10	-.01	-.02	**.00**	-.02	-.03	-.03	-.02	-.01	-.01	-.02	**.00**	-.03	-.12	-.20
Upper BCCI	.02	.03	.07	.01	.01	.03	.06	.01	.07	.05	**.15**	.13	.06	.09	.06	.10	.08	.10	**.13**	.09	.01	.01
+1 SD *Lower BCCI*	-.01	-.12	-.01	-.09	-.08	-.18	-.02	-.13	-.03	-.14	-.01	-.15	-.04	-.09	-.03	**.00**	-.13	-.07	-.01	-.03	-.07	-.22
Upper BCCI	.04	.02	.11	.02	.01	.07	.10	.02	.08	.01	.18	.06	.09	.17	.07	**.18**	.03	.02	.22	.20	.06	.17
IMM Lower BCCI	-.01	-.01	**.00**	-.03	-.02	-.05	-.03	-.05	-.06	-.09	-.04	**-.10**	-.02	-.04	-.02	**.00**	-.10	-.09	-.01	-.01	-.01	-.07
Upper BCCI	.02	.02	**.04**	.01	.03	.01	.03	.03	.01	.01	.02	**.00**	.04	.08	.03	**.06**	.04	.03	.08	.09	.09	.02
R^2	.08	.16	.09	.01	.07	.26	.02	.05	.10	.06	.17	.08	.04	.07	.01	.08	.12	.11	.10	.05	.04	.10

Notes: PBG = Perceived Brand Globalness; CET = Consumer Ethnocentrism; COSMO = Consumer Cosmopolitanism; GI = Global Identity; LI = Local Identity; BQ = Brand Quality, BP = Brand Prestige; BT = Brand Trust; BA = Brand Attitude; BPI = Brand Purchase Intentions; WOMI = Word of Mouth Intentions; * $p < .05$; IMM = Index of Moderated Mediation; BCCI = Bias Corrected 95% Confidence Intervals; 5,000 bootstrap samples; Additional Sobel tests corroborate the results of bootstrapped mediation tests.

Web Appendix W5: Estimation Results for Real Brands

Country	Germany						South Korea						Germany						South Korea					
N	N = 63						N = 73						N = 61						N = 78					
Brand	HY		PG		VW		HY		PG		VW		EM		KA		LH		EM		KA		LH	
Outcomes	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA B	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA β
CET→PBG	-.01		-.08		-.11		-.03		-.05		-.13		-.06		-.22		-.17		-.09		.03		-.06	
Main effects on DV																								
PBG	.13	.15	.17	.30	.09	-.03	**.30***	.27	0.12	**.37***	0.17	**.60***	**.27***	**.51***	.14	.00	**.33***	**.33***	.16	.17	.09	**.38***	-.02	.08
CET	-.15	-.29	-.16	-.17	**.24***	.14	**.20***	**.25***	-.05	.11	.03	.10	.09	-.05	.04	-.03	.01	-.05	-.01	-.12	.07	-.12	.01	**-.19***
Interaction effect																								
PBG×CET	-.12	-.03	-.01	.07	.01	-.12	.10	.03	-.01	.05	.05	-.04	-.02	.04	.08	.03	**-.35**	**-.32***	.08	-.07	-.08	.05	.01	.08
PBG mediation																								
-1 SD *Lower BCCI*	-.10	-.11	-.17	-.20	-.20	-.23	-.11	-.12	-.08	-.14	-.13	-.35	-.17	-.21	-.14	-.07	**-.39**	**-.37**	-.09	-.11	-.03	-.07	-.01	-.03
Upper BCCI	.09	.07	.04	.06	.03	.04	.03	.03	.02	.05	.01	.02	.02	.02	.06	.15	**.00**	**.00**	.03	.03	.05	.10	.04	.03
Mean *Lower BCCI*	-.07	-.09	-.15	-.21	-.15	-.05	-.11	-.12	-.08	-.14	-.13	-.30	-.11	-.15	**-.15**	-.07	**-.20**	**-.20**	-.10	-.08	-.02	-.11	-.01	-.05
Upper BCCI	.05	.06	.04	.08	.02	.10	.04	.03	.01	.05	.01	.03	.02	.04	**.00**	.07	**.00**	**.00**	.02	.02	.04	.11	.04	.02
+1 SD *Lower BCCI*	-.06	-.10	.04	-.21	-.14	-.03	-.12	-.13	-.09	-.15	-.14	-.25	-.18	-.17	**-.26**	-.16	-.06	-.07	-.13	-.07	-.03	-.16	-.03	-.08
Upper BCCI	.06	.08	-.16	.09	.04	.14	.05	.04	.02	.05	.01	.04	.02	.05	**.00**	.08	.20	.20	.02	.01	.05	.14	.04	.04
IMM Lower BCCI	-.05	-.04	-.04	-.13	-.09	-.03	-.05	-.05	-.01	-.05	-.05	-.01	-.04	-.09	-.15	-.13	**.00**	**.00**	-.07	-.01	-.03	-.02	-.04	-.05
Upper BCCI	.07	.07	.06	.05	.05	.13	.01	.01	.04	.02	.01	.05	.06	.02	.02	.04	**.25**	**.24**	.01	.05	.01	.07	.01	.02
R^2	.24	.22	.20	.21	.21	.18	.20	.30	.04	.24	.18	.43	.42	.63	.17	.05	.15	.14	.40	.47	.37	.33	.22	.28
COS→PBG	-.03		.14		**.33***		-.01		-.07		-.15		.12		-.,06		.04		-.04		.03		.08	
Main effects on DV																								
PBG	.15	.17	.15	.30	.18	.03	**.31***	.25	.13	**.38***	.11	**.39***	.25	**.51***	.13	.01	.17	.20	.15	**.19***	.08	**.39***	-.02	.09
COS	.11	.10	.11	.04	-.08	-.14	.08	.02	**.22***	.15	**-.22***	**-.31***	.06	.02	.05	-.01	.11	.08	-.05	.06	.00	.14	.01	.06
Interaction effect																								
PBG×COS	-.17	-.20	-.15	-.17	.16	.09	-.07	.22	-.09	.07	.07	**.31***	.02	.00	.03	-.10	.00	-.05	-.01	.00	.06	-.08	.00	-.01
PBG mediation																								
-1 SD *Lower BCCI*	-.11	-.13	-.02	-.03	-.07	-.15	-.07	-.04	-.10	-.13	-.10	-.12	-.01	-.03	-.08	-.14	-.04	-.04	-.08	-.08	-.02	-.09	-.05	-.02
Upper BCCI	.07	.07	.18	.27	.11	.07	.06	.04	.04	.04	.05	.07	.19	.23	.02	.02	.12	.11	.02	.02	.04	.18	.01	.07
Mean *Lower BCCI*	-.07	-.09	-.01	-.02	-.01	-.09	-.06	-.05	-.06	-.13	-.07	**-.19**	-.01	-.04	-.08	-.05	-.03	-.03	.07	-.07	-.01	-.08	-.04	-.01
Upper BCCI	.03	.03	.12	.19	.21	.15	.05	.04	.02	.06	.01	**.00**	.20	.21	.02	.02	.09	.09	.02	.02	.05	.13	.01	.06
+1 SD *Lower BCCI*	-.01	-.02	-.07	-.03	**.00**	-.10	-.07	-.10	-.06	-.17	-.11	**-.33**	-.01	-.04	-.11	-.03	-.04	-.04	-.09	-.10	-.02	-.05	-.04	-.01
Upper BCCI	.03	.07	.06	.15	**.36**	.29	.05	.09	.02	.07	.01	**.00**	.25	.24	.03	.09	.13	.12	.02	.02	.06	.11	.01	.07
IMM Lower BCCI	-.03	-.04	-.10	-.12	**.00**	-.03	-.02	-.06	-.01	-.06	-.07	**-.16**	-.03	-.03	-.03	-.02	-.06	-.07	-.01	-.02	-.01	-.06	-.01	-.03
Upper BCCI	.06	.07	.01	.01	**.17**	.17	.03	.04	.06	.01	.03	**.00**	.05	.03	.01	.07	.03	.02	.02	.02	.03	.02	.01	.01
R^2	.26	.22	.24	.23	.20	.18	.30	.21	.13	.27	.25	.53	.42	.63	.16	.10	.06	.06	.40	.46	.36	.34	.22	.22

Notes: HY = Hyundai; PG = Peugeot; VW = Volkswagen; EM = Emirates Airlines; KA = Korean Airlines; LH = Lufthansa; PBG = Perceived Brand Globalness; CET = Consumer Ethnocentrism; COS = Cosmopolitanism; GI = Global Identity; GA = Globalization Attitude; EVA = Brand Evaluation; BA = Brand Attitude; IMM = Index of Moderated Mediation; BCCI = Bias Corrected 95% Confidence Intervals; 5,000 bootstrap samples; * *p* < .05; significant effects in bold; effects are controlled for brand familiarity; Additional Sobel tests corroborate the results of bootstrapped mediation tests.

Web Appendix W5: Estimation Results for Real Brands (continued)

Country		Germany						South Korea						Germany						South Korea					
N		N = 63						N = 73						N = 61						N = 78					
Brand		HY		PG		VW		HY		PG		VW		EM		KA		LH		EM		KA		LH	
Outcomes		EVA β	BA β	EVA β	BA B	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA B	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA β	EVA β	BA β
GI→PBG		.23		.03		.23		.06		-.01		-.03		.01		-.06		.08		.04		.13		**.19***	
Main effects on DV																									
PBG		.12	.12	.18	**.31***	.09	.03	**.30***	**.29***	.13	**.35***	**.18***	**.49***	**.26***	**.51***	.14	.03	.17	.20	.16	.18	.08	**.36***	-.03	.07
GI		.11	.23	.13	0.01	.14	-.10	.11	.11	.13	.02	-.14	-.14	.02	.04	.08	.03	.09	.06	.07	**.19***	**.14**	.14	.07	**.19***
Interaction effect																									
PBG×GI		-.10	-.05	-.07	-.08	**.16**	.29	.07	**.25***	-.09	.06	-.01	**.27***	.02	-.05	-.02	-.11	.06	.05	-.01	.00	.00	-.04	.03	.05
PBG mediation																									
-1 SD	*Lower BCCI*	**.00**	-.03	-.10	-.17	-.09	-.21	-.02	-.04	-.07	-.08	-.09	-.11	-.04	-.10	-.12	-.10	-.03	-.03	-.03	-.03	-.01	-.02	-.06	-.02
	Upper BCCI	**.21**	.23	.19	.27	.05	.01	.10	.05	.06	.07	.03	.03	.07	.11	.02	.02	.09	.09	.08	.07	.10	.21	.01	.05
Mean	*Lower BCCI*	-.01	-.02	-.07	-.14	-.02	-.06	-.03	-.03	-.04	-.09	-.07	-.14	-.04	-.08	-.09	-.-5	-.02	-.02	-.02	-.03	-.01	-.02	-.04	-.01
	Upper BCCI	.12	.15	.14	.24	.14	,14	.10	.11	.04	.08	.03	.08	.08	.10	.02	.02	.11	.11	.07	.06	.07	.16	.01	.08
+1 SD	*Lower BCCI*	-.05	-.06	-.05	-.11	-.01	-.04	-.04	-.05	-.04	-.12	-.07	-.23	-.05	-.07	-.10	-.02	-.03	-.03	-.02	-.02	-.01	-.02	-.02	-.01
	Upper BCCI	.11	.08	.16	.29	.30	.37	.16	.22	.02	.09	.05	.14	.11	.12	.02	.10	.15	.14	.10	.08	.08	.19	.03	.12
IMM	*Lower BCCI*	-.14	-.15	-.10	-.13	-.01	-.01	-.01	-.02	-.02	-.03	-.02	-.09	-.02	-.03	-.02	-.01	-.02	-.02	-.02	-.01	-.03	-.09	-.01	-.01
	Upper BCCI	.03	.07	.03	.05	.20	.28	.06	.12	.03	.02	.04	.05	.03	.01	.05	.08	.06	.06	.01	.02	.03	.02	.03	.06
R^2		.22	.20	.21	.20	.19	.20	.15	.23	.09	.23	.21	.52	.41	.63	.17	.08	.05	.06	.40	.49	.39	.33	.24	.27
GA→PBG		.17		**.30***		.20		.15		-.01		.00		-.03		.00		.10		**-.25***		-.13		-.13	
Main effects on DV																									
PBG		.14	.15	.09	.29	.07	-.03	**.30***	**.25***	.14	**.39***	**.18***	**.54***	**.26***	**.51***	.13	.01	.17	.21	**.20***	**.24***	.08	**.37***	-.02	.11
GA		.00	.07	**.29***	.11	.17	.10	.06	.12	-.04	-.01	-.14	**-.28***	.16	-.04	.02	-.04	-.07	-.03	.12	.13	.03	.14	.00	.11
Interaction effect																									
PBG×GA		-.01	-.05	-.05	.03	.16	.23	-.12	-.10	-.05	-.10	.03	**.22***	-.11	-.01	-.04	-.06	-.05	.01	.06	.09	.07	.12	.04	-.04
PBG mediation																									
-1 SD	*Lower BCCI*	-.02	-.03	-.04	-.02	-.11	-.18	**.00**	-.01	-.10	-.16	-.06	-.10	-.10	-.16	-.06	-.04	-.02	-.03	-.14	-.13	-.08	-.19	-.01	-.08
	Upper BCCI	.22	.32	.22	.30	.04	.01	**.26**	.31	.08	.17	.05	.09	.07	.09	.07	.05	.14	.13	.02	.02	.04	.03	.05	.01
Mean	*Lower BCCI*	-.02	-.02	-.04	-.01	-.02	-.09	**.00**	-.01	-.07	-.12	-.06	-.14	-.07	-.13	-.05	-.03	-.02	-.02	**-.15**	**-.14**	-.08	-.18	-.01	**-.06**
	Upper BCCI	.15	.20	.18	.32	.11	.07	**.18**	.19	.05	.13	.06	.14	.06	.10	.06	.03	.11	.12	**-.01**	**-.01**	.01	.04	.03	**.00**
+1 SD	*Lower BCCI*	-.02	-.02	-.08	-.03	-.02	-.05	-.02	-.04	-.05	-.11	-.06	-.21	-.08	-.11	-.05	-.06	-.06	-.03	**-.20**	**-.20**	-.09	-.22	-.05	-.07
	Upper BCCI	.12	.16	.22	.44	.20	.23	.19	.21	.03	.09	.08	.20	.03	.11	.06	.05	.17	.22	**.00**	**-.01**	.01	.05	.01	.01
IMM	*Lower BCCI*	-.07	-.15	-.14	-.10	-.02	-.01	-.14	-.20	-.03	-.04	-.03	-.07	-.02	-.02	-.03	-.05	-.11	-.05	-.09	-.09	-.05	-.08	-.04	-.01
	Upper BCCI	.04	.03	.06	.18	.15	.15	.01	.03	.04	.05	.04	.07	.05	.03	.03	.03	.04	.08	.02	.01	.01	.01	.01	.04
R^2		.20	.18	.25	.20	.21	.19	.14	.18	.04	.24	.20	.47	.44	.63	.16	.07	.05	.05	.42	.49	.37	.37	.23	.23

Notes: HY = Hyundai; PG = Peugeot; VW = Volkswagen; EM = Emirates Airlines; KA = Korean Airlines; LH = Lufthansa; PBG = Perceived Brand Globalness; CET = Consumer Ethnocentrism; COS = Cosmopolitanism; GI = Global Identity; GA = Globalization Attitude; EVA = Brand Evaluation; BA = Brand Attitude; IMM = Index of Moderated Mediation; BCCI = Bias Corrected 95% Confidence Intervals; 5,000 bootstrap samples. * p < .05; significant effects in bold; effects are controlled for brand familiarity; Additional Sobel tests corroborate the results of bootstrapped mediation tests.

Web Appendix W5: Estimation Results for Real Brands (continued)

Country	Austria																	
N	N = 32		N = 32		N = 33		N = 30		N = 30		N = 30		N = 31		N = 32		N = 30	
Brand	Atomic		The North Face		Manner		Snickers		Yamaha		KTM		Loeffler		Zotter		Puch	
Outcomes	BA β	BPI β	BA β	BPI β	BA β	BPI β	BA β	BPI β	BA β	BPI β	BA β	BPI β	BA β	BPI B	BA β	BPI β	BA β	BPI β
CET→PBG	-.15		.09		-.09		-.06		-.10		-.02		-.11		.02		**.30***	
Main effects on DV																		
PBG	.02	.09	.10	**.28***	.11	.21	-.18	.08	.26	-.23	.12	.02	.09	.10	.12	.23	.15	.13
CET	.00	.04	.05	.07	.06	-.03	.06	.30	-.12	.12	.16	.14	-.07	.09	-.10	-.14	-.32	-.07
Interaction effect																		
PBG×CET	-.02	-.01	.01	.20	.02	.15	.06	**-.29***	-.04	-.04	**.17***	-.06	.01	-.06	-.05	-.10	.30	.33
PBG mediation																		
-1 SD *Lower BCCI*	-.13	-.25	-.03	-.07	-.12	-.05	-.05	-.40	-.36	-.05	-.07	-.25	-.11	-.21	-.09	-.13	-.46	-.45
Upper BCCI	.05	.11	.13	.14	.03	.13	.21	.08	.03	.21	.19	.07	.03	.04	.13	.27	.07	.06
Mean *Lower BCCI*	-.10	-.21	-.04	-.07	-.11	-.15	-.03	-.11	-.25	-.02	-.12	-.11	-.12	-.17	-.06	-.09	-.09	-.09
Upper BCCI	.05	.06	.11	.18	.01	.03	.13	.04	.03	.22	.05	.09	.01	.04	.10	.17	.21	.21
+1 SD *Lower BCCI*	-.07	-.21	-.07	-.15	-.13	-.24	-.03	-.09	-.21	-.04	-.22	-.05	-.21	-.21	-.08	-.11	-.09	-.08
Upper BCCI	.13	.09	.13	.29	.02	.08	.16	.26	.02	.28	.19	.13	.05	.16	.11	.15	.63	.59
IMM *Lower BCCI*	-.02	-.05	-.03	-.05	-.04	-.10	-.06	-.05	-.03	-.04	-.11	-.02	-.06	-.05	-.06	-.10	-.03	-.02
Upper BCCI	.05	.08	.04	.11	.01	.02	.02	.17	.10	.09	.08	.13	.03	.10	.03	.04	.35	.33
R^2	.26	.46	.57	.56	.52	.55	.55	.40	.42	.35	.46	.50	.56	.29	.22	.49	.56	.56
COSMO→PBG	.08		**.61***		-.52		.02		.27		.42		.12		.01		-.05	
Main effects on DV																		
PBG	-.07	.06	.11	.21	.13	.18	-.16	-.07	.28	-.25	.09	-.09	.08	.09	.14	.23	.04	.05
COSMO	.13	.18	.06	.15	.07	-.08	-.20	-.54	.06	.28	.11	.19	.08	-.06	-.09	-.10	**.53***	.11
Interaction effect																		
PBG×COS	.22	.00	.15	-.19	.05	-.01	-.05	.38	.08	.23	-.17	-.24	.03	.02	-.14	-.09	-.54	.05
PBG mediation																		
-1 SD *Lower BCCI*	-.40	-.22	-.39	-.11	-.31	-.58	-.20	-.69	-.05	-.62	-.07	-.06	-.12	-.16	-.14	-.15	-.48	-.31
Upper BCCI	.09	.47	.09	.08	.05	.09	.06	.19	.39	.03	.56	.97	.15	.33	.19	.23	.27	.19
Mean *Lower BCCI*	-.16	-.08	-.04	-.06	-.35	-.49	-.14	-.24	-.06	-.45	-.09	-.36	-.03	-.05	-.06	-.09	-.13	-.28
Upper BCCI	.04	.24	.28	.47	.02	.05	.04	.05	.44	.04	.25	.11	.11	.19	.11	.16	.10	.08
+1 SD *Lower BCCI*	-.04	-.09	-.06	-.26	-.45	-.72	-.24	-.12	-.11	-.29	-.40	-.54	-.02	-.06	-.12	-.10	-.21	-.35
Upper BCCI	.29	.29	.61	.31	.04	.10	.05	.44	.60	.19	.11	.07	.13	.22	.10	-.19	.38	.07
IMM *Lower BCCI*	-.06	-.21	-.04	-.53	-.20	-.21	-.09	-.12	-.08	-.04	-.42	-.64	-.03	-.10	-.12	-.11	-.29	-.21
Upper BCCI	.31	.22	.48	.10	.06	.30	.04	.38	.21	.29	.03	.02	.10	.12	.08	.09	.45	.13
R^2	.28	.47	.59	.50	.52	.51	.59	.39	.41	.39	.40	.55	.55	.27	.22	.47	.63	.51

Notes: PBG = Perceived Brand Globalness; CET = Consumer Ethnocentrism; COSMO = Consumer Cosmopolitanism; GI = Global Identity; LI = Local Identity; BA = Brand Attitude; BPI = Brand Purchase Intentions; IMM = Index of Moderated Mediation; BCCI = Bias Corrected 95% Confidence Intervals; 5,000 bootstrap samples.
* $p < .05$; significant effects in bold; effects are controlled for brand familiarity and category involvement; Additional Sobel tests corroborate the results of bootstrapped mediation tests.

Web Appendix W5: Estimation Results for Real Brands (continued)

Country		Austria																	
N		N = 32		N = 32		N = 33		N = 30		N = 30		N = 30		N = 31		N = 32		N = 30	
Brand		Atomic		The North Face		Manner		Snickers		Yamaha		KTM		Loeffler		Zotter		Puch	
Outcomes		BA β	BPI β	BA β	BPI β	BA β	BPI β	BA β	BPI β	BA β	BPI β	BA β	BPI β	BA β	BPI B	BA β	BPI β	BA β	BPI β
GI→PBG		-.09		.31		-.10		.00		**.37***		.25		.11		-.23		-.05	
Main effects on DV																			
PBG		-.01	.03	.08	**.30***	.10	.18	-.17	-.06	.03	-.35	.16	.00	.08	.11	.04	.16	.00	.06
GI		-.19	-.30	.15	-.11	.70	-.30	-.21	**-1.04***	**.48***	**.47***	-.11	-.14	.07	.10	.15	.06	.00	-.20
Interaction effect																			
PBG×GI		-.02	.07	.08	-.10	.10	.04	.06	.49	-.07	.34	-.15	**-.29***	.04	-.11	**-.23***	-.13	**.58***	.03
PBG mediation																			
-1 SD	*Lower BCCI*	-.15	-.15	-.17	-.09	-.06	-.26	-.17	-.28	-.17	**-.65**	-.10	-.04	-.11	-.09	-.29	-.26	-.22	-.19
	Upper BCCI	.08	.17	.08	.51	.16	.08	.21	.33	.29	**-.05**	.36	.50	.17	.56	.06	.04	.27	.17
Mean	*Lower BCCI*	-.06	-.12	-.04	-.07	-.14	-.24	-.11	-.13	-.21	**-.45**	-.05	-.20	-.03	-.04	-.18	-.35	-.09	-.16
	Upper BCCI	.08	.07	.21	.39	.03	.07	.13	.11	.27	**.00**	.27	.14	.13	.27	.06	.04	.10	.09
+1 SD	*Lower BCCI*	-.05	-.24	-.04	-.04	-.22	-.28	-.15	-.22	-.35	-.32	-.23	-.60	-.02	-.16	-.08	-.26	-.43	-.28
	Upper BCCI	.13	.09	.34	.48	.07	.10	.11	.22	.38	.33	.13	.07	.17	.10	.36	.25	.22	.13
IMM	*Lower BCCI*	-.04	-.17	-.03	-.26	-.17	-.14	-.13	-.23	-.20	-.03	-.24	-.36	-.03	-.22	-.04	-.02	-.37	-.26
	Upper BCCI	.10	.07	.17	.05	.04	.04	.10	.30	.13	.42	.05	.05	.12	.05	.21	.20	.26	.12
R²		.29	.49	.60	.49	.54	.55	.55	.49	.54	.48	.36	.56	.55	.28	.33	.48	.58	.52
LI→PBG		-.28		-.17		.34		-.01		.25		.11		-.24		.23		.03	
Main effects on DV																			
PBG		.03	.15	.12	**.31***	.05	.07	-.16	-.10	.06	-.20	.12	.02	.09	.13	.01	.13	-.04	.09
LI		.11	.28	-.07	.14	.17	**.46***	.00	.26	**.35***	-.14	.36	.21	.05	.31	**.49***	**.55***	.08	.07
Interaction effect																			
PBG×LI		.12	.21	-.17	-.09	.08	.14	.06	**.45***	-.24	-.12	.11	-.14	-.06	-.10	-.13	-.02	-.15	-.30
PBG mediation																			
-1 SD	*Lower BCCI*	-.19	-.28	-.29	-.45	-.32	-.69	-.15	-.23	-.06	-.33	-.15	-.15	-.31	-.51	-.08	-.09	-.15	-.18
	Upper BCCI	.32	.49	.08	.08	.10	.14	.14	.23	.31	.08	.25	.62	.02	.09	.24	.30	.26	.33
Mean	*Lower BCCI*	-.16	-.36	-.15	-.28	-.06	-.11	-.12	-.08	-.10	-.38	-.07	-.12	-.19	-.27	-.07	-.04	-.11	-.06
	Upper BCCI	.13	.13	.03	.10	.14	.21	.10	.15	.21	.05	.22	.23	.03	.04	.10	.24	.11	.19
+1 SD	*Lower BCCI*	-.29	-.52	-.02	-.27	-.02	-.02	-.13	-.32	-.41	-.49	-.10	-.23	-.15	-.25	-.23	-.11	-.27	-.27
	Upper BCCI	.14	.07	.12	.06	.20	.30	.12	.27	.07	.07	.31	.10	.15	.14	.03	.29	.11	.07
IMM	*Lower BCCI*	-.22	-.34	-.04	-.02	-.02	-.04	-.07	-.18	-.25	-.23	-.07	-.44	-.02	-.07	-.17	-.16	-.19	-.21
	Upper BCCI	.08	.06	.12	.14	.17	.31	.07	.23	.01	.05	.31	.10	.19	.29	.05	.12	.10	.12
R²		.29	.52	.68	.51	.55	.60	.54	.39	.53	.35	.41	.49	.55	.33	.44	.58	.49	.55

Notes: PBG = Perceived Brand Globalness; CET = Consumer Ethnocentrism; COSMO = Consumer Cosmopolitanism; GI = Global Identity; LI = Local Identity; BA = Brand Attitude; BPI = Brand Purchase Intentions; IMM = Index of Moderated Mediation; BCCI = Bias Corrected 95% Confidence Intervals; 5,000 bootstrap samples; * $p < .05$; significant effects in bold; effects are controlled for brand familiarity, and category involvement; Additional Sobel tests corroborate the results of bootstrapped mediation tests.

Web Appendix W5: Estimation Results for Real Brands (continued)

Country	Russia			
N	N = 97			
Brand	Baldinini			
Outcomes	BA	BPI	BQ	BP
	β	β	β	β
CET→PBG	.06			
Main effects on DV				
PBG	**.33***	**.33***	**.42***	**.51***
CET	-.09	-.02	.06	.03
Interaction effect				
PBG*CET	-.02	-.08	-.01	.14
PBG mediation				
-1 SD *Lower BCCI*	-.05	-.06	-.06	-.05
Upper BCCI	.22	.13	.13	.12
Mean *Lower BCCI*	-.05	-.05	-.06	-.07
Upper BCCI	.09	.10	.11	.14
+1 SD *Lower BCCI*	-.05	-.03	-.07	-.09
Upper BCCI	.10	.12	.12	.18
IMM *Lower BCCI*	-.04	-.06	-.02	-.02
Upper BCCI	.01	.01	.02	.06
R^2	.38	.31	.34	.30
COSMO→PBG	**.35***			
Main effects on DV				
PBG	**.27***	.36	**.39***	**.49***
COSMO	.22	-.01	.12	-.13
Interaction effect				
PBG*COS	-.12	.14	-.14	-.17
PBG mediation				
-1 SD *Lower BCCI*	**.02**	-.01	**.03**	**.05**
Upper BCCI	**.30**	.24	**.40**	**.42**
Mean *Lower BCCI*	**.02**	**.03**	**.02**	**.04**
Upper BCCI	**.23**	**.29**	**.31**	**.35**
+1 SD *Lower BCCI*	-.01	**.02**	**.01**	**.01**
Upper BCCI	.21	**.42**	**.27**	**.33**
IMM *Lower BCCI*	-.14	-.03	-.16	-.20
Upper BCCI	.01	.21	.01	.01
R^2	.42	.31	.37	.30

Notes: PBG = Perceived Brand Globalness; CET = Consumer Ethnocentrism; COSMO = Consumer Cosmopolitanism; BA = Brand Attitude; BPI = Brand Purchase Intentions; BQ = Brand Quality; BP = Brand Prestige; IMM = Index of Moderated Mediation; BCCI = Bias Corrected 95% Confidence Intervals; 5,000 bootstrap samples; * $p < .05$; significant effects in bold; effects are controlled for brand familiarity; Additional Sobel tests corroborate the results of bootstrapped mediation tests.

Web Appendix W6: Meta-Analytic Correlation Matrix

		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
(1)	Effect size mediation (Model A)	1.000										
(2)	Effect size moderation (Model B)	-.029	1.000									
(3)	Effect size direct predictor (Model C)	.054	-.132	1.000								
(4)	Consumer disposition orientation (0 = in-group, 1 = outgroup)	.237	.147	-.014	1.000							
(5)	Outcome type (0 = evaluation, 1 = intentions)	-.014	-.095	.089	-.137	1.000						
(6)	Brand type (0 = real, 1 = fictitious)	-.149	.080	-.163	.131	-.414	1.000					
(7)	Product category (0 = low involvement, 1 = high involvement)	-.053	-.007	-.083	.122	-.336	.452	1.000				
(8)	Data collection (0 = online, 1 = paper and pencil)	-.063	.168	-.077	.111	-.273	-.102	-.102	1.000			
(9)	Age (mean age of participant)	.066	-.002	.074	-.187	.466	-.018	-.381	.058	1.000		
(10)	Female (percentage of female participants)	.099	.077	-.017	-.166	.108	.237	-.076	-.094	.428	1.000	
(11)	Globalization (globalization index)	-.029	-.029	.008	-.091	.111	.123	-.156	-.265	.501	.141	1.000

Notes: Variables 1 to 5 refer to correlations between variables that vary within data sets. Variables 6 to 11 refer to correlations between variables that vary only across data sets. Correlations betwee
variables from different levels vary accordingly on different levels.