1. Global vs local brands: How home country bias and price differences impact brand evaluations

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Global vs local brands: How home country bias and price differences impact brand evaluations

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ABSTRACT

Purpose: The purpose of this paper is to re-conceptualize the distinction between global and local brands, providing a more comprehensive framework, which considers both geographical distribution and ownership. It examines main and interactive effects of consumers' perceptions of these factors, and studies how ethnocentrism (CET) and price affect brand evaluations, considering a range of price difference thresholds. Design/methodology/approach: A preliminary study (n=243) examined main and interaction effects of brand globalness and ownership on consumers’ brand quality attitudes and purchase intentions in four different product categories. The main study (n=558) further explored brand ownership effects by examining the interaction of CET and price differences. Findings: The preliminary study confirmed the distinctiveness of brand globalness and ownership. Consumers evaluated global (vs non-global) brands more positively, regardless of brand ownership (local vs foreign). The main study found that effects of price and CET varied considerably across product categories. Research limitations/implications: Limitations include the use of student samples from a single country (Thailand), and of scenarios instead of real life purchase decisions. Practical implications: The findings suggest that perceived brand globalness positively impacts brand evaluations. Companies may cultivate a global brand image by emphasizing global cues. Local origin allows (global) brands to command a price premium, although this varies across product categories. An emphasis on globalness seems valuable, especially for local brands. Originality/value: This research offers a refined conceptualization of brand globalness, a key construct in international marketing. Additional value is provided by studying price effects, which have received limited attention in international marketing, and substantial data collection (total N>800) in an understudied yet important economy (Thailand). © Emerald Group Publishing Limited.
Killing two birds with one stone: Cross-selling during service delivery

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ABSTRACT

Operational efficiency is a central goal of service firms. The past decade witnessed the replacement of people with IT systems in service industries, yet the spotlight recently shifted to how frontline employees (FLEs) might perform a dual role by achieving sales and service goals simultaneously. This study examines the predictive ability of three well-established constructs (psychological climate perceptions, leader-member exchange, and employee self-efficacy) to model sales and service performance empirically across a range of service settings. The authors also examine the moderating impacts of environmental dynamism and employee experience, to identify the conditions in which climate, leader-manager exchange, and self-efficacy have greater or weaker impacts on FLEs’ ability to meet both sales and service targets. The results indicate the significance of all three main effects in driving sales and service performance and support the moderating effects of environmental dynamism and experience. © 2013 Elsevier Inc.