

Global & Local Brand Attractiveness: The Effect of Perceived Brand Globalness and Localness on WOM and Price Premium with Brand Attitude Mediation in Restaurants

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Abstract

The focus of this study is to find out what is able to influence WOM and Price Premium mediated by Brand Attitude. Questionnaires are distributed as part of quantitative research design, and quantitative data analysis usually uses random sampling techniques can be used to examine a particular population or sample. The population in this study uses the population of respondents or people who know about consumers in Batam City who have visited local and global restaurants. The target population of the study was 350 respondents. The results showed that Brand Attitude had a significant positive effect on WOM and Price Premium. Perceived Brand Localness had a significant positive effect on Price Premium and Brand Attitude. Perceived Brand Globalness had a significant positive effect on Brand Attitude and WOM. Perceived Brand Globalness had a significant positive effect on WOM mediated by Brand Attitude. Perceived Brand Localness had a significant positive effect on Price Premium mediated by Brand Attitude.

Keywords: Perceived Brand Localness, Perceived Brand Globalness, Brand Attitude, WOM, Price Premium

Introduction

In the competitive restaurant business, brand identification is very important for getting customers to choose your restaurant and stay loyal. Internationally known and consistent brands like McDonald's, KFC, and Starbucks draw a wide range of customers. On the other hand, local eateries provide people with real experiences that are connected to their culture and neighborhood. People's ideas about a brand's globalness (PBG) or localness (PBL) have a big impact on how they feel about the brand, which in turn affects how they talk about it and how much they are willing to pay.

Perceived Brand Globalness is how much people think a brand is known and present all over the world. It is generally linked to excellent quality, prestige, and international standards (Riefler, 2020) . On the other hand, Perceived Brand Localness measures how much people think a brand reflects local cultural values and is relevant to the community (Foroudi et al., 2021) . Brand Attitude is the consumer's overall opinion and emotional reaction to a brand, which is based on their past experiences and views (Ghorbanzadeh et al., 2024) . When consumers develop a positive attitude toward a brand, they are more inclined to engage in Word of Mouth, the voluntary act of recommending or sharing positive experiences with others, and are more willing to pay a Price Premium, reflecting their perception of the brand's added value.

This study explores how consumer perceptions of brand globalness and localness influence brand attitude, WOM, and price premium in the restaurant industry. While previous research has focused on global brands' role in loyalty, few have examined the combined effects of PBG and PBL. Additionally, many studies overlook brand attitude as a mediator of WOM. The emotional and experiential aspects of dining, along with the shift towards supporting local businesses post-pandemic, are also key considerations in this research.

This study examines how Perceived Brand Globalness and Localness affect consumer perceptions, specifically driving Word of Mouth (WOM) and Price Premium in the restaurant sector. Global brands are seen as more reliable, while local restaurants foster stronger emotional and cultural ties. It explores whether global brands generate more WOM or if factors like Brand Attitude have a greater impact on consumer recommendations (Christiarini et al., 2024). Beyond WOM, the study also examines Willingness to Pay a Premium Price, consumers' tendency to pay more based on perceived value and quality. While global brands often command higher prices due to their exclusive image, local restaurants can also justify premium pricing if they establish strong identity and loyalty. However, limited research compares the impact of globalness vs. localness on price premium directly. Therefore, this study also evaluates Brand Attitude as a mediating variable, to understand whether positive consumer attitudes, toward either global or local brands, drive greater WOM and higher willingness to pay.

The novelty of this research lies in its dual-perspective approach—simultaneously analyzing PBG and PBL within a single conceptual model. This study not only examines their direct impact on Brand Attitude but also investigates how Brand Attitude mediates the relationship between these perceptions and outcomes such as WOM and Price Premium. Applying this model in the restaurant context brings fresh insight into how global and local brand perceptions influence consumer behavior in an emotionally driven industry. Furthermore, the research offers practical implications for global brands seeking local adaptation strategies and for local restaurants aiming to strengthen their market positioning through cultural relevance.

Given this background, the objectives of this study are fourfold: (1) to examine the effect of Perceived Brand Globalness on Brand Attitude and WOM, (2) to analyze the effect of Perceived Brand Localness on Brand Attitude and Price Premium, (3) to investigate the influence of Brand Attitude on WOM and Price Premium, and (4) to assess the mediating role of Brand Attitude in the relationship between PBG and WOM, and between PBL and Price

Premium. To achieve these objectives, the following research questions are proposed: (1) Does Perceived Brand Globalness significantly affect Brand Attitude and WOM? (2) Does Perceived Brand Localness significantly affect Brand Attitude and Price Premium? (3) Does Brand Attitude significantly influence WOM and Price Premium? and (4) Does Brand Attitude mediate the relationship between PBG and WOM, and between PBL and Price Premium?

The conceptual framework of this study illustrates how PBG and PBL influence Brand Attitude, which in turn affects WOM and Price Premium. This framework serves as the foundation for the quantitative model tested in subsequent chapters.

Literature Review

Theoretical Framework

Brand equity theory posits that the added value of a brand originates from consumers' perceptions of its quality, associations, and loyalty (Yeboah-Banin & Quaye, 2021). Strong brand equity fosters favorable *brand attitude*, encourages *word of mouth* (WOM), and justifies a *price premium* (Baek, 2020). In the restaurant sector, whether global or local, brand equity can be built through perceptions of either globalness or localness.

According to signaling theory, consumers use observable brand cues, such as global reputation or local authenticity, to infer unobservable quality (Riefler, 2020). Global brand signals are associated with quality and prestige, while local brand signals indicate cultural relevance and emotional closeness (Bourdin et al., 2021; Abedi et al., 2020).

CCT emphasizes that consumption is shaped by cultural and social identities. Consumers buy not only products but also symbolic meanings (Arslan et al., 2022). Global brands represent aspirations of modernity and cosmopolitan identity, while local brands reflect collective values, authenticity, and cultural embeddedness (Foroudi et al., 2021; Srivastava et al., 2020).

Thematic Hypothesis Development

Perceived Brand Globalness (PBG) is how much people think a brand is known and respected throughout the world and that its quality is always good. Prestige and trustworthiness are typically associated to PBG. Zhang et al. (2021; Safeer et al. (2022) say that people like global brands because they have a good reputation over the world and are seen to be reliable. On the other side, Perceived Brand Localness (PBL) shows how well a brand fits in with local culture and values. PBL helps people feel connected to others, be themselves, and identify with their community (Mandler et al., 2021; Foroudi et al., 2021). Samiee (2019) says that local brands may make people feel more connected to their culture and trust them more.

H1: Perceived Brand Globalness positively influences Brand Attitude.

H2: Perceived Brand Localness positively influences Brand Attitude

Brand Attitude is defined as the consumer's overall evaluation, based on emotional and cognitive responses formed from past experiences and perceptions (Ghorbanzadeh et al., 2024). Favorable attitudes lead to loyalty and positive advocacy (Zhang et al., 2021). WOM happens when customers feel like they have to tell others about their experiences since they are happy with the product and think it is of high quality (Sichtmann et al., 2019). A strong brand attitude also makes people eager to spend more since it shows perceived value and

brand distinction (Diamantopoulos et al., 2019). Arslan et al. (2022) argue that brand attitude often captures the emotional orientation behind purchasing decisions.

H3: Brand Attitude positively influences Word of Mouth.

H4: Brand Attitude positively influences Price Premium.

People typically talk about WOM because they think of global brands as having prestige, credibility, and an aspirational identity (Riefler, 2020). People are more inclined to talk about their encounters with products that make them seem better socially (Ghorbanzadeh et al., 2024). On the other hand, PBL helps Price Premium by adding emotional and cultural value. People are eager to pay extra for brands that are based on local customs or help local communities (Abedi et al., 2020; Foroudi et al., 2021). Arslan et al. (2022) emphasize that strong local identity can justify premium pricing based on cultural authenticity.

H5: Perceived Brand Globalness positively influences Word of Mouth.

H6: Perceived Brand Localness positively influences Price Premium.

Brand attitude is an important link between how people see a brand (PBG and PBL) and how they act (WOM and Price Premium). Signaling theory says that attitude is based on how people read brand signals, which then shape their plans for how to act (Yeboah-Banin & Quaye, 2021). Studies by Srivastava et al. (2020) and Sichtmann et al. (2019) confirm that favorable brand attitude mediates the relationship between brand perception and consumer behavior. Farzin et al. (2021) further reveal that neither globalness nor localness directly drives consumer action unless reinforced by strong attitudinal support.

H7: Brand Attitude mediates the relationship between PBG and WOM.

H8: Brand Attitude mediates the relationship between PBL and Price Premium.

This study proposes an integrated model that combines the dual perceptions of brand globalness and localness to explain consumer behavior through the mediating role of brand attitude. While previous research often focuses on either global or local brand effects, few studies compare their simultaneous impact within the restaurant sector. This model synthesizes *Brand Equity Theory*, *Signaling Theory*, and *Consumer Culture Theory* to capture how consumers evaluate and respond to brands in a post-pandemic market, where support for local identity and global standardization both coexist.

Research Methodology

This study used a quantitative explanatory approach to analyze the influence of Perceived Brand Globalness, Perceived Brand Localness, Brand Attitude, Word of Mouth (WOM), and Price Premium in the context of local and global restaurants. The target population was consumers in Batam City who had visited both types of restaurants in the past six months. Using purposive sampling, 350 valid responses were collected—exceeding the minimum requirement of 170 based on Hair et al. (2019). Measurement items were adapted from established studies: PBG (Riefler, 2020; Zhang et al., 2021), PBL (Foroudi et al., 2021; Mandler et al., 2021), Brand Attitude (Ghorbanzadeh et al., 2024; Safeer et al., 2022), WOM (Sichtmann et al., 2019; Zhang et al., 2021), and Price Premium (Diamantopoulos et al., 2019; Abedi et al., 2020). All items used a 5-point Likert scale and were culturally adjusted. A pilot test with 30 respondents confirmed the instrument's clarity and reliability, with Cronbach's alpha values exceeding 0.7.

A Proposed Conceptual Framework

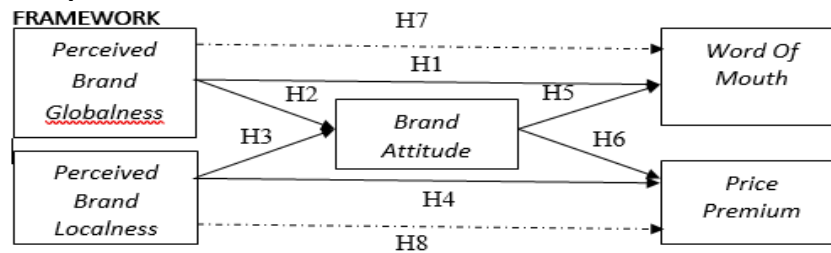


Figure 1. Conceptual Framework

Results and Discussions

Table 1

Respondent Demographics

Characteristics	Type	n	Percentage
Gender	Man	166	47.40%
	Woman	184	52.60%
Age	18-26 Years	208	59.40%
	27-36 years	142	40.60%
Last education	Bachelor	282	80.60%
	High School/Vocational High School or Equivalent	68	19.40%
Work	Private sector employee	153	43.70%
	Students	121	34.60%
Average income per month	Businessman	76	21.70%
	< 5 million	124	35.40%
How often do you visit fast food restaurants?	5-10 million	226	64.60%
	1 – 2 times per week	142	40.60%
Which fast food restaurant do you visit more often?	1-2 times a month	119	34.00%
	3 – 4 times per week	89	25.40%
	Global fast food restaurant	214	61.10%
	Local fast food restaurant	136	38.90%
	CFC	33	9.4%

Of these local fast food restaurants, which one are you interested in?	Hoka – Hoka Bento (HokBen)	105	30,0%
	JCO	111	31,7%
	Richeese Factory	44	12,6%
	Sour Sally	57	16,3%
	A&W	61	17,4%
	KFC	89	25,4%
In these global fast food restaurants, which one are you interested in?	MCD	158	45,1%
	Pizza Hut	35	10,0%
	Starbucks	7	2,0%

Source: Processed Primary Data (2025)

The sample included 166 men (47.4%) and 184 women (52.6%), with a slight female majority. Most were aged 18–26 (59.4%), followed by 27–36 (40.6%). Education-wise, 80.6% held a bachelor's degree, and 19.4% had a high school diploma. Employment sectors included the private sector (43.7%), students (34.6%), and entrepreneurs (21.7%). Regarding income, 64.6% earned IDR 5–10 million monthly, and 35.4% earned below IDR 5 million. In terms of restaurant visits, 40.6% dined at fast food spots 1–2 times weekly, 34% monthly, and 25.4% 3–4 times weekly. Preferences leaned toward global brands (61.1%) over local ones (38.9%), with McDonald's (45.1%) and JCO (31.7%) leading the choices.

Table 2

Outer Model Test

Construct	Item	Convergent Validity (Outer Loading)	VIF	Discriminant Validity (AVE)	Composite Reliability (Rho A)	Composite Reliability (Rho C)	Cronbach Alpha	R Square
Brand Attitude	BA1	0,798	1,406	0,704	0,789	0,877	0,790	0,406
	BA2	0,854	1,966					
	BA3	0,864	2,023					
Perceived Brand Globalness	PB1	0,813	1,455	0,742	0,826	0,896	0,826	
	PB2	0,892	2,816					
	PB3	0,876	2,672					
	PBL1	0,806	1,489					
Perceived Brand Localness	PBL2	0,884	2,275	0,722	0,806	0,886	0,807	
	PBL3	0,858	2,028					
	PP1	0,803	1,904					
Price Premium	PP2	0,779	1,798	0,540	0,789	0,854	0,785	0,455
	PP3	0,707	1,406					

WOM	PP 4	0,700	1,415	0,722	0,822	0,886	0,810	0,470
	PP 5	0,676	1,318					
	W O M1	0,855	2,084					
	W O M2	0,836	1,489					
	W O M3	0,858	2,231					

Source: Processed Primary Data (2025)

The table presents the results of testing the quality of the measurement model in quantitative research using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. This test covers several aspects, namely convergent validity, multicollinearity (VIF), discriminant validity, reliability (Composite Reliability and Cronbach's Alpha), and the coefficient of determination (R Square). Based on the outer loading value, all indicators have values above 0.70, indicating that each indicator has met the convergent validity criteria (Hair et al., 2019). The VIF values, which are all less than 3.3, show that there are no multicollinearity issues amongst indicators in the same construct. Also, all of the constructs have Average Variance Extracted (AVE) values over 0.50, which means that they have strong discriminant validity. This means that the indicators in the construct can tell the difference between itself and other constructs (Hair et al., 2019). The Composite Reliability (Rho A and Rho C) and Cronbach's Alpha values for all constructions are both over 0.70, which suggests that the indicators in the construct are quite consistent with each other (Hair et al., 2019). Lastly, the R Square value, which ranges from 0.406 to 0.470, suggests that exogenous variables are capable of elucidating approximately 40% to 47% of the variation in endogenous variables, a classification known as moderate predictive power. Consequently, it is possible to conclude that all constructs in the model are valid and reliable, and they are suitable for further structural model testing.

Table 3.

Direct Effect Calculation

XY	t-statistic	p-value	Conclusion	Information
Perceived Brand Globalness -> WOM	4,008	0,000	Significant Positive	H1 Accepted
Perceived Brand Globalness -> Brand Attitude	15,382	0,000	Significant Positive	H2 Accepted
Perceived Brand Localness -> Brand Attitude	2,248	0,010	Significant Positive	H3 Accepted
Perceived Brand Localness -> Price Premium	9,295	0,000	Significant Positive	H4 Accepted
Brand Attitude -> WOM	5,290	0,000	Significant Positive	H5 Accepted
Brand Attitude -> Price Premium	8,983	0,000	Significant Positive	H6 Accepted

Source: Processed Primary Data (2025)

PBG also significantly affects WOM ($\beta = 0.344$, $T = 4.008$, $p = 0.000$). While its influence is weaker than on Brand Attitude, it still encourages consumers to share experiences. Studies by Ghorbanzadeh et al. (2024) ; Steenkamp (2019) ; Sichtmann et al. (2019) ; Riefler (2020) ; Farzin et al. (2021); Septiani et al. (2024); Kolbl et al. (2020) , indicates that global brands stimulate consumers to share their experiences, even though the relationship strength is lower than its influence on Brand Attitude. This supports prior research by Ghorbanzadeh et al. (2024) and Riefler (2020) , which suggests that PBG carries social currency and global prestige. In the Indonesian context, this can be further explained by the sociocultural tendency among urban consumers, particularly Gen Z and millennials, to equate global brands with upward mobility, modernity, and international experience. Global restaurants such as McDonald's or Starbucks are not just dining venues but lifestyle markers, often perceived as aspirational and therefore more “worthy” of being talked about or shared on digital platforms. This contrasts with the more emotionally intimate yet less socially ‘shareable’ nature of local brands.

Perceived Brand Globalness (PBG) has a strong and significant effect on Brand Attitude ($\beta = 0.642$, $T = 15.382$, $p = 0.000$). This suggests that global brands are perceived as high-quality, reputable, and internationally consistent, which enhances consumer attitudes. As supported by Liu et al. (2021) ; Safeer et al. (2022) ; Zhang et al. (2021) ; Srivastava et al. (2020) ; Samiee (2019); Dong and Yu (2020); Davvetas and Halkias (2019) , reinforcing the perception that global brands evoke trust, familiarity, and aspirational value. Global brands are often associated with consistent quality, international standards, and symbolic power, which builds a positive evaluative framework in consumers’ minds. This aligns with signaling theory, wherein globalness acts as a strong brand signal, enabling consumers to infer product quality and reliability, even in the absence of direct experience. In a developing country like Indonesia, where exposure to international brands is often limited to urban centers, such perceptions may become even more pronounced due to the scarcity effect—global brands appear more desirable because they are less accessible to all.

Perceived Brand Localness (PBL) significantly influences Brand Attitude ($\beta = 0.013$, $T = 2.248$, $p = 0.010$). Although weaker than PBG, PBL still contributes meaningfully to positive brand evaluations. Supported by Liu et al. (2021); Safeer et al. (2022); Mandler et al. (2021); Foroudi et al. (2021); Busser dan Shulga (2019), its effect is notably weaker than that of PBG. This suggests that although cultural familiarity and authenticity contribute to positive brand evaluation, localness alone may not be sufficient to drive strong brand preference unless it is strategically positioned. Many local restaurants in Indonesia often fail to capitalize on their cultural richness in a way that is emotionally engaging or brandable. According to Busser and Shulga (2019), authenticity must be combined with identity-driven storytelling to generate stronger brand attitude, something that is frequently underutilized in local fast-food branding.

PBL has a strong direct effect on Price Premium ($\beta = 0.418$, $T = 9.295$, $p = 0.000$), showing that local identity and cultural relevance add perceived value. Studies by Abedi et al. (2020) ; Diamantopoulos et al. (2019) ; Arslan et al. (2022) ; Foroudi et al. (2021) ; Mandler et al. (2021) indicate that highlighting that local identity can justify higher price perception when appropriately leveraged. Consumers are willing to pay more if the brand represents emotional and cultural value. This is particularly relevant post-pandemic, where there is a growing

sentiment toward supporting local businesses and preserving culinary heritage. However, for this willingness to materialize, local brands must clearly communicate their uniqueness and relevance, whether through local ingredients, traditional cooking techniques, or community-based narratives. Without this cultural articulation, local brands risk being perceived as commoditized and undifferentiated.

Brand Attitude significantly impacts WOM ($\beta = 0.413$, $T = 5.290$, $p = 0.000$). Consumers with favorable attitudes are more likely to recommend the brand, whether through direct interaction or digital platforms. This supports findings from Samiee (2019) ; Sichtmann et al. (2019) ; Busser and Shulga (2019) ; Zhang et al. (2021) ; Diamantopoulos et al. (2019) , indicating that favorable brand perceptions motivate consumers to recommend or discuss the brand voluntarily. WOM is often driven not just by satisfaction but by emotional resonance, where consumers feel a sense of pride or identity in associating with a brand. This finding supports Sichtmann et al. (2019), who argue that attitudinal loyalty precedes behavioral advocacy. In Indonesia, where peer influence and social validation play a critical role in consumption decisions, positive brand attitude functions as a social catalyst, amplifying WOM through both offline and digital interactions.

Brand Attitude also significantly affects Price Premium ($\beta = 0.445$, $T = 8.983$, $p = 0.000$). Consumers with positive perceptions are more willing to pay extra for the brand, often associating it with quality, emotional satisfaction, and lifestyle alignment. This is supported by Arslan et al. (2022) ; Diamantopoulos et al. (2019) ; Farzin et al. (2021) ; Zhang et al. (2021) ; Srivastava et al. (2020) . When consumers have positive associations and sentiments toward a brand, they perceive it as having more value and are therefore willing to pay a higher price. In experiential consumption contexts, such as restaurants, emotive, symbolic, and sensory dimensions are particularly relevant in determining perceived value. This discovery supports the brand equity theory, which posits that premium pricing strategies are justified by favorable consumer attitudes.

Tabel 4

Indirect Effects Calculations

XY	t-statistic	p-value	Conclusion	Information
Perceived Brand Globalness -> Brand Attitude -> WOM	4,563	0,000	Significant Positive	H7 Accepted
Perceived Brand Localness -> Brand Attitude -> Price Premium	2,247	0,000	Significant Positive	H8 Accepted

The indirect effect of Perceived Brand Globalness (PBG) on Word of Mouth (WOM) via Brand Attitude is significant, with a coefficient of 0.266, T-statistic of 4.563, and p-value of 0.000. This indicates that the perception of globalness enhances Brand Attitude, which in turn increases consumers' likelihood to recommend the brand. This finding supports Yeboah-Banin dan Quayle (2021) view that Brand Attitude is a key predictor of WOM. It aligns with studies by Ghorbanzadeh et al. (2024) ; Riefler (2020) ; Sichtmann et al. (2019) ; Srivastava et al. (2020) ; Zhang et al. (2021); Nuzula and Wahyudi (2022); Kolbl et al. (2019); Christiarini and Lee (2021) , which emphasize the manner in which PBG embodies social prominence, quality consistency, and international credibility. Positive Brand Attitude is fostered by the perception of global brands such as McDonald's or Starbucks as aspirational and dependable.

This reinforces the theoretical proposition of this study: consumer behavior in emotionally charged sectors such as dining is not solely determined by perception, but also by internalized emotional evaluations that are influenced by cultural and aspirational context.

The Perceived Brand Localness (PBL) variable showed a significant indirect effect on Price Premium through Brand Attitude, with a coefficient of 0.005, T-statistic of 2.247, and p-value of 0.000. Although the effect is smaller than that of Perceived Brand Globalness (PBG), it confirms that localness perception still fosters a positive Brand Attitude that increases consumers' willingness to pay a premium. This aligns with findings by Arslan et al. (2022) ; Safeer et al. (2022) ; Farzin et al. (2021) ; Steenkamp (2019) ; Diamantopoulos et al. (2019) , who emphasize that PBL helps people connect emotionally by using cultural identification and authenticity. Local restaurants that represent traditional values, have unique atmospheres, and use unique cooking methods improve Brand Attitude by delivering more than just food. This makes people think the food is worth more, which justifies higher costs. Customers see these restaurants as promoting local culture and giving them unique experiences, which makes them more likely to spend more for their food. This shows that even pricing justifications based on localness must go via the attitudinal filter. A brand can't only be "local"; it also has to be "liked" and seen as essential to the culture. This shows how important it is to use strategic branding that connects local identity with lifestyle relevance and emotional narrative.

Conclusions

This study finds that Perceived Brand Globalness (PBG) significantly influences Word of Mouth (WOM), though less strongly than its effect on Brand Attitude. A global brand image fosters positive sharing of information, especially through digital media, by conveying quality, aspiration, and social status. It also helps build trust, symbolizing modern and socially relevant values. The study extends signaling and brand equity theories, highlighting how Brand Attitude filters global and local brand perceptions into behaviors like WOM and Price Premium. In emotional consumption contexts like dining, a brand's signaling, whether global or local, must be mediated by internalized attitudes to influence consumer behavior. This research enriches signaling theory by addressing cognitive-emotional processes between brand cues and actions and strengthens brand equity theory by showing that both global and local brand associations can enhance consumer-based brand equity.

In Indonesia, PBG has a stronger impact on WOM due to sociocultural factors. Global brands are seen as symbols of prestige, modernity, and cosmopolitan identity, especially among younger consumers, making them more likely to generate WOM. In contrast, local brands, while culturally significant, lack the aspirational appeal for viral digital WOM, particularly among youth. Practically, local brands can boost their position by highlighting their culinary heritage through storytelling about traditional ingredients or regional recipes. Global brands should consider "localizing" their identity through menu adaptations, local-language campaigns, and collaborations with Indonesian influencers to integrate into the local culture while maintaining their global prestige.

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