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## The Effect of Perceived Globalness/Localness on Product Bundle Preferences: Exploring Configurational Asymmetry and Dominance.


verfasst von / submitted by

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# Eidesstattliche Erklärung

Ich versichere, dass ich diese Masterarbeit selbstständig verfasst und nur die angeführten Quellen und Hilfsmittel verwendet habe. Die Masterarbeit wurde von mir an keiner anderen Universität weder im In- noch im Ausland in irgendeiner Form als Prüfungsarbeit vorgelegt.

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(Lorenz Bindhammer)

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# Abstract

Perceived brand globalness (PBG) and perceived brand localness (PBL) are modern marketing constructs that have been gaining momentum in academia in recent years. These constructs refer to the notion that consumers perceive brands to be rather global and/or local. As these constructs have been found to strongly influence attitude and behavior towards brands, they open up new options to satisfy customer needs.

As these constructs are still rather novel, academia has not investigated how products with different levels of PBG and PBL interplay in the context of multi-product offerings, that is, product bundles. The main focus of analyzing product bundles lies in the increased understanding of consumer perception regarding PBG & PBL as well as in the disentangling of the effect regarding attitude and behavior. To summarize, this thesis aims to blend the theories on product bundling and international branding in order to examine relevant marketing strategies.

To research the connection of PBG & PBL to product bundling, an experimental online study with 307 participants was conducted in Austria. The participants evaluated four pre-tested bundle conditions (pure global, mixed global, mixed local, and local bundle) in regard to PBG & PBL and multiple other variables. The results indicate that consumers can successfully differentiate between different levels of PBG but have difficulties in seeing the different levels of PBL. However, PBL plays a greater role in regard to attitude and behavior than PBG. Furthermore, brand trust and brand credibility are identified as mediators of PBG & PBL in regard to attitude and behavior.

The results provide many implications concerning marketing theory and managerial practice. First, only PBL play a role with regard to attitude and behavior of multi-product offerings. Second, PBG is seen to overshadow the perception of PBL. Third, PBL has a larger influence on attitude and behavior than PBG in most bundle conditions. Fourth, brand trust and brand credibility act as mediators for the constructs and explain further why consumers increase their preference for perceived global and local products. Fifth, PBG & PBL are not attributes that further increase the perceived variety of product bundles.

All of these results show that PBG & PBL in product bundles should not be neglected in a theoretical and practical marketing context.

Keywords: Perceived Brand Globalness, Perceived Brand Localness, Product Bundling, Variety Seeking, Brand Trust, Brand Credibility, Asymmetry

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# Abbreviation index

| | |
|---|---|
| ANCOVA | analysis of covariance |
| ANOVA | analysis of variance |
| M | arithmetic mean (statistical) |
| BCa | bias corrected and accelerated |
| CI | confidence interval |
| df | degree of freedom |
| FCCP | foreign consumer culture positioning |
| GCCP | global consumer culture positioning |
| H | hypothesis |
| LCCP | local consumer culture positioning |
| LLCI | lower level confidence interval |
| MNE | multinational enterprise |
| n.s. | not significant (statistical) |
| PBG | perceived brand globalness |
| PBL | perceived brand localness |
| sig. | significant (statistical) |
| ZPRED | regression standardized predicted |
| ZRESID | regression standardized residual |
| * | $p < .05$ (statistical) |
| ** | $p < .01$ (statistical) |
| *** | $p < .001$ (statistical) |

# 1. Introduction

This chapter introduces the theoretical background of this thesis. The theoretical background of PBG & PBL and product bundles will be presented first, then a section covering the research objectives will elaborate the development of the research questions and lastly the structure of this thesis will be explained on the basis of the previous sections.

## 1.1 Background

Perceived brand globalness and perceived brand localness are relatively novel concepts in marketing literature that have gained increased momentum over the recent years. With the advancing globalization and the respective counter-reaction of localization, attributes such as PBG & PBL are becoming increasingly more important to consumers. These constructs offer important insights into brand evaluation, decision-making, and buying behavior of customers. This is interesting as it allows the possibility of better tailoring offerings to the needs of customers. In addition, it permits a better theoretical understanding of why consumers select certain offerings above others. In the context of these notions, scholars (Halkias, Davvetas, & Diamantopoulos, 2016) have agreed that PBG & PBL both have a positive effect on the attitude of brands and products.

But forming product evaluations on the basis of PBG & PBL is not a simple task as consumers get confronted with a very large variety of products which they need to assess. To make things more complex, consumers sometimes need to make decisions about buying options involving multiple products. One of these distinct types are product bundles. Bundles are a syntactical framework to offer multiple products at once in a new fused entity. This notion of literature is fairly old and its scientific roots lie in the early 60s (Stigler, 1963). However, looking at historic marketplace behavior it can be assumed that people have bought multiple products at once for a fairly long time. Bundles have many forms and a large variety of definitions and names. Some definitions indicate that a product bundle can be composed of multiple products of the same brand, while others see a product such as a car as a bundle being constructed from a large number of small pieces (Simonin & Ruth, 1995). In the context of the present research project, the focus is on another notion of product bundles where they are composed of multiple different brands (Stremersch & Tellis, 2002).

This thesis seeks to combine these two topics. To this end, this thesis will operationalize variations of product bundles on the basis of PBG & PBL. Developing different bundle

configurations will allow us to investigate how each bundle compares to the others. This further allows the analysis of whether a bundle equals the sum of its parts or more. Additionally, potential spill-over effects from PBG or PBL within the bundle should be observable. For example, a bundle composed of two PBL-focused brands and one PBG-focused brand might be perceived as a PBG bundle.

## 1.2 Research objectives

The main objective of this thesis is to expand the two different constructs, i.e. bundling and PBG & PBL, by connecting these to the respective other. This connection is being made for multiple reasons. Consumers are confronted with product bundles on a daily basis. They can be found in supermarkets, when shopping online and in advertisements. Many of those bundles are composed of different brands and can be purchased as an individual product. As such they are important for consumers because bundles typically provide additional value. This additional value can, for example, be seen in a reduced cognitive effort compared to individual product purchases. Furthermore, bundles are interesting for managers because they, among other things, allow weaker brands to benefit from stronger brands. To date, the approach of connecting bundling and PBG & PBL is completely novel and has not yet been investigated. Therefore, no empirical evidence, guidelines or strategic directions can be utilized. This proposed expansion of the literature will be examined on multiple levels.

First, does PBG & PBL play a role in bundled product offerings in the market? As recent literature indicates, PBG & PBL both have a positive effect regarding the attitude towards products and brands (Halkias et al., 2016). However, it is not clear if this effect can simply be applied to a product bundle composed of multiple components. For example, literature indicates that PBL has a stronger effect on attitude than PBG. This implies that PBL potentially overshadows PBG in product bundles. On the other hand, literature also argues in favor of global brands being easier to grasp. Therefore, it is highly important to find and examine possible relationships between these constructs.

Second, is the perception of bundles different if PBG or PBL is emphasized? Assuming that PBG & PBL can be applied to product bundling, it will be of major interest to find out how customers evaluate these specific attributes. Due to the fact that brands are composed of a variety of attributes, it is unclear how individual attributes will be carried over from a single brand evaluation to a multi-brand composition. Because of this, analyzing and examining the

results from evaluating PBG & PBL in the bundles is of high interest. This will also facilitate answering the question whether PBG or PBL plays a more important role in product bundles.

Third, are there any keystone variables that influence the connection between bundles and PBG & PBL. As both constructs offer a high variety of influencing factors, it also sparks the interest in further analyzing whether additional factors play a role in this combination. Suggested constructs are variety seeking, brand trust, brand credibility, and global & local identity. Each of them possesses the theoretical ability to influence the effect between bundles and PBG & PBL.

## 1.3 Structure of the thesis

This thesis follows a logical approach by first introducing the reader to each of the topics being applied within the boundaries of this thesis. This introduction is conducted by reviewing the literature with respect to each individual topic. In the case of this thesis, the topics covered will be bundling, PBG & PBL, variety seeking, brand trust, brand credibility, and global & local identity. The literature review is followed by the development of the research hypothesis. As the connection of bundling and PBG & PBL is completely novel, a special emphasis will be put on grasping and better understanding the interplay of these constructs. Following the development of the research hypotheses, we turn to the empirical part of the present project. The methodology section will cover the study design, the research model, the pre-tests, and the main study procedure. A small part of the methodology presents some of the descriptives statistics to allow the reader to get a better grasp of the scope of this thesis. The methodology aims to explain in greater detail how the data collection was planned and what variables were measured through which approach.

The chapter "Presentation and Analysis of the Results", in which the collected data are formally tested and the detailed results reported, will bring hypotheses and methodology together. This section will be further expanded by a small exploratory section which aims to better provide an explanation of certain obtained information.

The exploratory analysis in conjunction with the main results will be the core of the discussion, which covers the interpretation of the results with reference to the literature. The discussion will incorporate a small synopsis of the hypotheses and the theoretical and managerial implications. The subsequent section will cover the limitations and potential future research. This is followed by the references and the appendices including a version of the pre-test, the main study and multiple outputs from the statistical analysis conducted.

# 2. Review of literature

## 2.1 Bundles

### 2.1.1 Introduction to bundles

This section will cover the definition of bundling and the correlation to similar concepts such as brand alliances. A short overview of the application of bundling in the real world will be followed by a sequential analysis of the definitions over time. Lastly, brand alliances will be explained and tied into the topic of bundling.

### 2.1.2 Relevance bundles

Bundling refers to the use of multi-product compositions and has been used for many years. The first time this notion was explored, was in the form of the called "block-booking" of movies (Stigler, 1963). Consumers and marketers all around the world are being confronted with bundles on a daily basis. Supermarkets use mass discounts, online retailers bundle together different products that generate additional value, and customers try to find appropriate products that fit their needs. Since the late 70s (Schmalensee, 1984; Sharpe & Staelin, 2010; Telser, 1979), it has been known that bundling is an effective mechanism for companies. To be specific, marketers use it to increase their revenue (Sharpe & Staelin, 2010), introduce new products (Simonin & Ruth, 1995; Yadav & Monroe, 1993) and to set up entry-barriers for competitors (Lawless, 1991). Consumers, on the other hand, tend to base their interest in bundles on the fact that they often come at a discounted price (Kim, Bojanic, & Warnick, 2009), or provide additional value by being a "product system" (Stremersch & Tellis, 2002). Product systems generate this additional value by providing complementarity with compatible individual bundle components, e.g. a computer along with the appurtenant operating system.

### 2.1.3 Definitions

Stremersch and Tellis (2002) point out that the theoretical definition of bundling found in literature is misleading. I will focus on examining the key papers discussing this in the following. This allows the bigger picture of bundling literature as a whole to be presented while making sure that distinct concepts are being applied.

Adams and Yellen (1976) differentiate between unbundled sales, pure bundling and mixed bundling. Unbundled sales involve selling multiple goods separately but pricing them individually. A pure bundling strategy implies that a firm only sells their goods in a "packaged form" while a mixed bundling strategy allows goods to be bought either in the packaged form

or separately. Furthermore, they argue that sometimes so-called commodity bundles cannot be sold separately in the market as they reflect certain values in relation to a physical product or service (e.g. a car offering luxury and transport) (Adams & Yellen, 1976).

Guiltinan (1987) defines bundling as "the practice of marketing two or more products and/or services as a single 'package' for a special price". The author breaks down the construct of mixed bundling even further into mixed-leader and mixed-joint bundling. The former depicts the situation where only one product is discounted if another product is purchased at its regular price, while the latter indicates a single reduced price for the purchase of the bundle (Guiltinan, 1987).

Yadav and Monroe (1993) modified the definition of bundling from Guiltinan (1987) to "the selling of two or more products and/or services at a single price". This changes the meaning slightly by applying "single" price instead of "special" price. Guiltinan argues in favor of a distinction between discount for the whole bundle and discount for an item within the bundle. Yadav and Monroe did not embrace that, rather focused on the bundle as a whole (Yadav & Monroe, 1993).

Stremersch and Tellis (2002) define bundling as "the sale of two or more separate products in one package". They specifically emphasize the term separate because they want to differentiate bundles from product systems such as a pair of shoes, a car containing its engine and many other applications (Stremersch & Tellis, 2002). Furthermore, they expanded the topic of bundling by adding a clear definition and distinction of product and price bundling.

The term price bundling is defined as "the sale of two or more separate products in a package at a discount, without any integration of the products". This indicates that customers have an advantage in form of a discount but no additional value is created through integration. Examples of price bundling would be season tickets for the opera (multiple single tickets), a six-pack of beer (six individual bottles), or a set of luggage items (multiple pieces of luggage) (Stremersch & Tellis, 2002).

The term product bundling is defined as "the integration and sale of two or more separate products or services at any price". In this case the authors emphasize integration of components within the bundle, meaning that value is added to the bundle by the bundling itself. Examples of this additional value would be convenience (integrated bill from telecom calling plans), reduced risk (mutual fund), compactness (integrated stereo systems), enhanced performance (personalized dieting and exercise program), etc. (Stremersch & Tellis, 2002).

### 2.1.4 Brand alliances

Brand alliances can also be another form of products bundles (Gammoh, Voss, & Chakraborty, 2006). Rao and Ruekert (1994) state that "when two or more branded products are integrated […] they are perceived as linked, or jointly branded". Furthermore, they explain that the purpose of a brand alliance is to reduce a buyer's shopping effort by providing information about the product's expected quality (Rao & Ruekert, 1994). By reducing the cognitive load in the decision-making process, brand alliances are very similar to bundling.

The differences between brand alliances and product bundles are not very clear. However, one of the main differences is that a product bundle is typically composed of two or more products of two or more different brands, while in contrast a brand alliance can be a single product which has ingredients or components of two or more brands. An example of a brand alliance could be a package by Kellogg's cereals with chocolate by Milka. This would not belong to the category of product bundles. However, a beer set composed of different beer brands could be a brand alliance and also a product bundle.

Washburn et al. (2004) complement the previous research by summarizing some of the positive effects of brand alliances, which were sometimes drawn from bundling literature or vice-versa:

- They grant consumers the expectation that high-quality products will only form alliances with other high-quality products (Rao & Ruekert, 1994)
- They generate favorable attitudes toward the whole bundle (in this case the brand alliance) (Simonin & Ruth, 1995)
- They can trigger a spillover of emotion from a high-quality to a low-quality brand (Levin, Davis Charlene J., & Levin, 1996)
- They may increase the image of a brand or all the brands while also increasing perceived product quality (Park, Jun, & Shocker, 1996)
- They may have a positive influence on unobservable product attributes of a partner brand (Rao, Qu, & Ruekert, 1999)

They also included a potential negative effect of a brand alliance depending on the sequence of exposure. Janiszewski and van Osselaer (2000) concluded that a beneficial effect depends on the order in which consumers have seen the individual brands before the brand alliance (Janiszewski & van Osselaer, 2000; Washburn, Till, & Priluck, 2004).

Including brand alliances in a bundle review is important as there is much overlapping in literature. A brand alliance is not always a bundle but on many occasions it actually is.

Therefore, including the potential effects of brand alliances is necessary to fully grasp the topic of bundles.

### 2.1.5 Summary of definitions

Concluding the previous segment on bundle definitions, it becomes clear that a certain strategy has to be followed depending on the application of product bundles. In the context of fast-moving consumer goods, it becomes obvious that mixed bundling or unbundling are the typical strategies. Furthermore, price and product bundling could be implemented. With regard to multi-brand bundles, a product bundling approach seems to be more intuitive as seen in the various examples given in the bundling literature.

### 2.1.6 Bundle evaluation

This section will look into the evaluation of the bundle. The process for evaluating bundles has changed significantly over the years. Because of this, the various approaches will be analyzed in a sequential order.

Before looking for methods to reasonably determine the number of items in the bundles evaluated, it is important to briefly review the anchoring effect as it has wide usage in the context of bundling. This can be seen in the next section, which is dominated by a conjunction of anchoring and bundling by Yadav (1994).

Anchoring-and-adjustment heuristics were first introduced by Tversky and Kahneman (1974). The anchoring effect describes the influence on decisions which are affected by the starting point (Furnham & Boo, 2011; Tversky & Kahneman, 1974). This means that a product or a component is the basis for the evaluation of an entity. In other words, one item of a three-item bundle will serve as the starting point for the evaluation of the whole bundle. The starting point, which is also called anchor, tends to have a stronger effect when lower familiarity, relevance, higher ambiguity, or personal involvement with the problem are observed (van Exel, Brouwer, van den Berg, & Koopmanschap, 2006).

The second part, “adjustments”, leads to adaptations of the whole evaluation based on the original anchor (Tversky & Kahneman, 1974). This could imply upward (downward) adjustments in case of a weak (strong) anchor with regard to the other assessed entities. Picking up on the previous example, the second and third component of the bundle will trigger upward or downward adjustments regarding the whole bundle. Alternatively speaking, the anchor forms the basis of evaluation while the adjustments provide a way to achieve the evaluation of the

whole bundle. Other authors (Mussweiler & Strack, 1999; Strack & Mussweiler, 1997) emphasize this effect by assessing extreme anchors which lead to a stronger anchoring effect.

### 2.1.7 Bundling and the anchoring effect

Picking up on the previous sections about bundling and the anchoring effect, this section intends to fill the gap and facilitate the establishment of a theoretical foundation to evaluate the appropriate number of items within a bundle to investigate the concept of perceived globalness and localness.

In the empirical investigations of bundling (Adams & Yellen, 1976; Schmalensee, 1984), the typical approach averages the values of all components within a bundle to create a sum equaling the whole bundle value. (Yadav, 1994). However, this process of the sum of values requires the requisite knowledge and the processing capabilities. To be more specific, consumers would need to know or determine an exact subjective value for each component. Assuming that bundles can have more than 3 products, the arithmetic process of averaging a large number of values requires substantial processing capabilities. Therefore, buyers opt to decrease the processing needs and simplify the evaluation task (Yadav, 1994).

The simplification, according to Yadav, builds on the anchoring-and-adjustment heuristic by Tversky and Kahneman (1974) mentioned in the previous section. By using the model proposed by Lopes (1982) the bundle evaluation is conducted in three distinct steps being scanning, anchor selection, and adjusting. After investigating and evaluating all the distinct items, the most important component gets selected as the anchor (Lopes, 1982; Yadav, 1994). Drawing on information from Hamilton and Srivastava (2008) the importance of anchors does not necessarily derive from the highest monetary value of an item but can also be obtained by assessing the highest perceived value. In Yadav's (1997) studies, a bed or a computer with complementary components was used as the anchor. As the bed and the computer had a much higher monetary value, they were seen as the anchor. The level of quality of the anchor was the main influencing factor regarding the adjustments of the complementary components. This showed that the level of quality of the anchor correlates with the respective adjustments of the complementary components.

In the study by Hamilton and Srivastava (2008), the components of their bundles (sometimes also called product partitions) had a strong monetary physical component like a car bumper combined with an assembly service. The monetary value alone did not necessarily lead to a higher perceived value. It was observed that in certain cases an immaterial component (e.g.

craftsmanship) was perceived as more important than the price of a physical component. Furthermore, they found that in general consumers tend to be more price-sensitive regarding fluctuations of the cheaper components of the bundle. This means that a small piece being sold at a higher than usual price leads to a total devaluation of the bundle while a higher total bundle price with lower cost for the small piece might be preferred (Hamilton & Srivastava, 2008).

The adjustment process is a sequential process in which the total value of the bundle gets decreased (increased) step-by-step by going from the most important to the least important item (Yadav, 1994). This process, however, is hindered by the fact that subjects only tend to evaluate the two most important items and further items have very little or no effect (Yadav, 1994). Regarding the marginal utility of further bundle items, it is important to mention that Yadav based his results on bundles composed of three items. Nonetheless, most researchers agree that introducing additional items to bundles increases the processing complexity and leads to a lower value of the bundle (often expressed as reservation price) (Agarwal & Chatterjee, 2003).

As stated above, anchors can be downwardly (upwardly) adjusted depending on the strength of the anchor and the influence of further components of the bundle. Yet it is important to state the fact that, in general, downward adjustments happen regularly while upward adjustments are rare and depend on the specific situation (Yadav, 1994). As Yadav put it, “Hence, when firms seek out possible items for bundling, they should recognize that it is easier to ‘hurt’ an anchor than to ‘help’ it”.

### 2.1.8 Summary of bundles

Drawing on the results and studies previously discussed, the decision was made to investigate 3 item bundles within the limitations of this Master’s thesis. The fact that 3 items keep decisional complexity to a minimum while providing enough space to test multiple hypothesis in respect to perceived globalness and localness promises relevant results.

Additionally, the bundle component, which is perceived to be most important, needs to be monitored when conducting the study. This variable is important to capture as it might influence the results of customer behavior.

In summary, it becomes clear that a bundle evaluation involves more complex mechanisms than single product evaluations. Because of this, it is important to obtain as much information as possible about the decision-making process of the individuals. Table 1 below summarizes the main studies and their respective findings used in the context of bundling.

| Study | Journal | Bundle definition(s) | Key findings(s) |
|---|---|---|---|
| Adams & Yellen (1976) | The Quarterly Journal of Economics | Unbundled sales, pure bundling and mixed bundling | Bundling definitions<br><br>Bundling can be used to maximize prices of monopolists |
| Schmalensee (1984) | The Journal of Business | Picked up from Adams & Yellen (1976) | Examination of bundling profitability with regard to pure bundling and unbundled sales |
| Guiltinan (1987) | Journal of Marketing | The practice of marketing two or more products and/or services in a single 'package' for a special price<br><br>Mixed-leader and mixed-joint bundling | Bundling definitions<br><br>Complementarity among bundle components<br><br>Pricing decisions for marketing applications |
| Gaeth et al. (1991) | Marketing Letters | Picked up from Adams & Yellen (1976) | Analysis of the effect of tie-in products on the bundle value. Tie-ins had a larger effect than expected |
| Yadav & Monroe (1993) | Journal of Marketing Research | The sale of two or more products and/or services at a single price | Bundle definition<br><br>Analysis of savings incurred by bundle purchase and the related perception |

| | | | |
|---|---|---|---|
| Yadav (1994) | Journal of Consumer Research | Focus is on evaluation not on definition. | Examines the evaluation of bundles through the anchor-and-adjustment heuristics (order of decreasing importance) |
| Simonin & Ruth (1995) | Journal of Business Research | Adopts the definition from Guiltinan (1987). | Previous attitudes of consumers affect the assessment of the bundle and its components |
| Stremersch & Tellis (2002) | Journal of Marketing | The sale of two or more separate products in one package<br><br>Product and price bundling | Bundle definitions<br><br>Provides recommendations about bundling strategies |

*Table 1 - Bundling main studies & key findings*

## 2.2 PBG & PBL

### 2.2.1 Introduction to PBG & PBL

This section will start with an explanation regarding the relevance of PBG & PBL in the market and in marketing literature. Subsequently each individual construct will be theoretically defined. PBG & PBL are often seen as one construct, however the development and application are generally mutually exclusive. In conclusion, the most important components will be summarized.

### 2.2.2 Relevance PBG & PBL

In recent years the market for consumers has become more and more interconnected (Ger, 1999). This can be seen in the fact that constant forces for globalization and localization drive market changes. Because of this the trend to differentiate brands and products through various means has also increased (Dawar & Frost, 1999). This does not only happen on a technical level but also on an attribute level. Brands need to convey certain values to effectively differentiate themselves from the large number of competitors present in the different local and global markets. Two of these notions are the PBG and the PBL. These constructs allow the

differentiation between the consumers perception of a brand being global or local (Özsomer & Altaras, 2008; Steenkamp, Batra, & Alden, 2003; Winit, Gregory, Cleveland, & Verlegh, 2014). This means that products that are widely available and satisfy a global demand will be perceived as global (Özsomer, 2012; Swoboda, Pennemann, & Taube, 2012) while products adapted to the local culture will be perceived as local (Ger, 1999; Özsomer, 2012; Steenkamp et al., 2003). Both of these constructs communicate positive outcomes regarding purchase intention and attitude (Davvetas, Sichtmann, & Diamantopoulos, 2015; Özsomer, 2012; Steenkamp et al., 2003). Additionally, specific categories like information technologies (Alden, Steenkamp, & Batra, 1999) focus more on a global perception because it is essential to transmit the fitting values of quality, prestige and credibility (Davvetas & Diamantopoulos, 2016; Dimofte, Johansson, & Ronkainen A. Ilkka, 2008; Ger, 1999; Özsomer, 2012).This is achievable by making the brand available in multiple countries and that people are aware of it (Schuiling & Kapferer, 2004). Products such as food and beverages (Alden et al., 1999) focus more on the local culture by adapting the brand to local tastes and needs as people tend to prefer to consume local products.

### 2.2.3 Definition - PBG

The construct of PBG was first discussed by Steenkamp et al. in 2003. Since then the construct has become quite popular in the recent marketing research. Prior to that time, a differentiation between global consumer culture positioning (GCCP), foreign consumer culture positioning (FCCP), and local consumer culture positioning (LCCP) was already established (Alden et al., 1999). GCCP products are globally available, FCCP is symbolic for a specific consumer culture of a certain country, and LCCP infers a brand to be part of the local way of life. This approach was based on the fact that consumers may perceive brands to be one of those three. In their study Alden et al. successfully differentiated between GCCP and LCCP. It is important to state that this thesis will not look into FCCP because this would go into the direction of country of origin stereotypes, which is not the topic of interest. Back then, brands being perceived as global indicated values of cosmopolitanism, credibility, and status (Alden et al., 1999). Their inferences derive from the semiotics theory and, specifically, the “meaning transfer” process by McCracken (1993). This theory allowed the authors to infer a logical and theoretical differentiation between the three concepts. This differentiation was tested, among other things, by using the English pronunciation of brand names in non-English speaking countries to determine GCCP, the term “Made in France” for FCCP (not in France), and Chevy Trucks and Dr Pepper soft drinks in the US for LCCP (Alden et al., 1999).

Jumping to today, the concept of perceived globalness is based on the ability of brands/products to successfully satisfy a worldwide demand (Holt, Quelch, & Taylor, 2004). This goes hand-in-hand with consumers' acknowledgement of the high level of standardization and resulting reduction in the level of perceived risk (Özsomer & Altaras, 2008). Consumers perceive global brands to be of high quality (Özsomer, 2012). Özsomer also states that global brands symbolize values such as status, prestige, social approval, excitement, and modernity. Thus, consumers attribute their positive feelings to these symbols. To summarize, there is a large amount of positive aspects that derive from a brand being perceived as global. Nonetheless, it is important to state that it is not the only aspect that can be perceived within an individual brand or for a product.

### 2.2.4 Definition - PBL

The other concept, being PBL (Swoboda et al., 2012) or brand local icon value (Özsomer, 2012; Steenkamp et al., 2003), has a similar history. The drive to localize came from the increased pressure of the transnational corporations (TNCs) and multinational enterprises (MNEs) on local and emerging markets (Dawar & Frost, 1999). Local companies suddenly faced additional competition by newly emerging corporations with their global strategies. As larger companies had more resources, it was not efficient to compete on the same levels of attributes. Specifically this means that local companies were not able to compete on a technological level rather on a symbolic level. Local companies had to adapt and focus on “out-localizing” the foreign competitors (Dawar & Frost, 1999). Consumers want to diversify their consumption and assign certain values to specific products. Some customers actively want to purchase local products and thrive on the local culture (Dimofte et al., 2008; Holt et al., 2004). Once a specific brand is perceived as an icon for a local culture, values such as higher level of brand trust (Xie, Batra, & Peng, 2015) and increased level of brand attitude can be monitored. This connection is particularly strong in developed countries but also in emerging markets such as China or India (Özsomer, 2012; Swoboda et al., 2012; Xie et al., 2015). A brand being perceived as local can be described as a brand that offers cultural originality, heritage and local community support (Ger, 1999). This local support does not have to be limited to specific country boundaries but instead to certain cultural groups and their local preferences. Brands of high local cultural value tend to be emotionally appealing (Holt et al., 2004). However, the distinct effects of PBL are still mixed (Dimofte et al., 2008; Özsomer, 2012; Schuiling & Kapferer, 2004). Recent literature (Halkias et al., 2016) indicates that PBL has a significant positive effect on attitudinal and behavioral factors.

### 2.2.5 Summary of PBG & PBL

In summary, both PBG & PBL are valid constructs with academic implications that have been extensively tested in various qualitative and quantitative studies. They each have positive effects on the specific brand or consumers' product perception (Halkias et al., 2016). It is highly important to specifically mention that PBG & PBL are not mutually exclusive. A brand can score high or low on both of them and in any possible combination (Alden et al., 1999; Özsomer, 2012). In addition, some brands tend to be perceived differently depending on the customer base that has been reviewed (Alden et al., 1999) e.g. Austrians might see Red Bull as a global product but also as a local product as it is designed in close the vicinity and appeals to some local cues.

Next, it is important to differentiate between the distinct concepts of country of origin and PBG & PBL (Winit et al., 2014). The latter does not determine and establish the specific origin or association to a specific country but instead the values that are assigned to the brand's availability, distribution, or cultural affiliation (Winit et al., 2014). Country of origin would also bring country-specific stereotypes in play, which are not within the boundaries of PBG & PBL. Nonetheless, recent studies (Davvetas & Halkias, 2018) have shown that there are specific stereotypes assigned to perceived globalness such as being able to enforce their intentions and perceived localness, and as being perceived as cooperative.

Recent applications of the PBG/PBL notion were linked to brand stereotypes (Davvetas & Halkias, 2018), regret (Davvetas & Diamantopoulos, 2018), combination of PBG & PBL within one product (He & Wang, 2017), country stereotypes (Halkias et al., 2016), identity expressiveness, trust, and affect (Xie et al., 2015). This shows that the concepts are still quite novel and have multiple blind spots that need further investigation. It is also a very good reference point to base further scientific development on. In the case of this thesis it involves a multi-product assessment which was described in the previous section on bundles.

## 2.3 Variety seeking

### 2.3.1 Introduction to variety seeking

This section starts by covering the relevance of variety seeking in product-decision processes and gives some simple examples. A clear definition of the construct is also given, and is followed by the connection between bundling and variety seeking. This connection explains briefly why the topic of variety seeking has been analyzed in the context of the master thesis. In the end, a small synopsis of this section will complete the aspect of variety seeking.

### 2.3.2 Relevance variety seeking

Variety seeking is a construct that has been investigated since the 50s (Olsen, Atkin, Thach, & Cuellar, 2015). Variety seeking explains the change in consumer behavior due to factors such as novelty, unexpectedness, change, and complexity (Berlyne, 1960). This has become more and more important in the course of recent years because product satiation has been increasing. Kahn (1995) postulated that variety seeking is the tendency of a person to diversify their consumption choices. Therefore, it is expected that customers do not always buy the same product that they have a habit of buying and consuming but instead try new products now and then. This also implies that even if customers are very loyal to brands, their need to diversify might be stronger and leads them to try new products and brands (Yim & Kannan, 1999). Therefore, consumers should have a higher interest in buying multi-brand bundles to satisfy their need to seek varieties (Read & Loewenstein, 1995).

### 2.3.3 Definition variety seeking

Variety seeking has multiple definitions because the concept has been developed and adapted over the last years. One of the earlier definitions was established by Hirschman (1980). She investigated the concept of novelty seeking and stated that "individuals vary their choices among known stimuli, for example, by alternating their purchases of previously sampled brands. This aspect of novelty seeking is perhaps better described as variety seeking […]" (Hirschman, 1980). She also added that consumers might do this to reduce boredom or fatigue. Her other driver of novelty seeking was the specific acquisition of new information, which has to be differentiated from variety seeking.

Kahn (1995) defines variety-seeking as "a tendency of individuals to seek diversity in their choices of services or goods". Furthermore, she stated that intrapersonal motives (desire for change, satiation with product attributes, etc.) are the root cause of direct variety-seeking (Kahn, 1995).

Read and Loewenstein (1995) use a more economical approach and define variety seeking as "[…] arises from object-specific satiation or the diminishing rate of marginal return to consumption. […] the optimal bundle of goods contains variety because the benefit from an additional unit of a specific good […] decreases as a function of the number of units of that good one already possesses." They underline their statements by using arithmetic methods to test the additional value of added products. It is true that in the evaluation of consumption goods,

a simple decrease of marginal return is not directly applicable however, a similar function comes very close to that statement (Read & Loewenstein, 1995).

As already mentioned in the paragraph regarding Hirschman's (1980) definition, it is important to differentiate between the different motivators for variety seeking. Most researchers agree that there can be extrinsical and intrinsical motivators for brand switching (Berlyne, 1960; van Trijp, Hoyer, & Inman, 1996). Examples for such external motivators could be out-of-stock conditions or for-free offerings (Holbrook, 1984).

After defining the concept of variety seeking, the next paragraph will investigate the connection to multi-product decisions and product bundling. Each of those offerings resembles a variety of products, given that it is composed of different products and/or brands. Because of this, a bundle should allow the consumer to satisfy the need to vary their purchase behavior. Being more specific, bundles being composed of more intensive variations should be better in satisfying the mentioned need.

### 2.3.4 Connecting variety seeking to bundling

When we look at bundling, we expect multiple products with different attributes. Generally speaking, marginal utility theory explains that, at a certain level, more products do not further increase utility. Similarly, it is known that the joy of eating specific foods significantly drops after consumption (Inman, 2001). This finding regarding food derives from the sensory-specific satiety theory, which has been tested multiple times by Inman (2001). The sensory-specific satiety theory also provides an approach that can be applied to different products and categories. It is specifically stated that new attribute-level models might increase the understanding of variety seeking (Ratner, Kahn, & Kahneman, 1999). New and different factors might play a role in the variety-seeking behavior of consumers. Especially new concepts like PBG & PBL could play a role. This could play out in a situation where a consumer wants a product that he perceives to be either more local or global. Especially in product categories where there isn't any definite preference for perceived localness or globalness, it might be of specific interest to look into these factors.

### 2.3.5 Summary of variety seeking

In summary, variety seeking might act as a potential moderator in multi-brand bundle analysis. It is unclear whether a certain bundle composed of different products might offer more variety on an attribute level than other bundles. It is true that measuring a consumer's need for variety seeking is a complex process, especially if this factor might act as a moderator for attitudinal

and behavioral variables. Nonetheless, it should not be neglected as it might strongly influence the results of the bundle analysis.

## 2.4 Brand trust

### 2.4.1 Introduction to brand trust

This chapter covers the construct of brand trust and its applicability in this master thesis. The relevance of brand trust in the real world will be explained and a few examples given along with a brief explanation of the concept and how it differs from similar constructs as well as the correlation between brand trust and PBG & PBL. Lastly, a quick summary completes this chapter.

### 2.4.2 Relevance brand trust

Brand trust is a relatively novel construct that derived from trust and made its way into marketing over the last years. One of the more recent definitions states that brand trust is "the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer" (Delgado-Ballester, 2004). Brands that are trusted are expected to solve problems for the customer (Napoli, Dickinson, Beverland, & Farrelly, 2014). In many cases, trust also gets built by repeated consumption or purchase of products of a specific brand. It is also important to mention that, especially today, consumers do not build up trust as easily as they have previously. There are many reasons why customers might be led to think of a brand as not being trust-worthy rather than being trustworthy (Lantieri & Chiagouris, 2009). However, it is clear from literature that a high level of brand trust correlates positively with the perception of brands (Delgado-Ballester & Luis Munuera-Alemán, 2001). Especially in situations where consumers feel insecure or uncertain there is a higher chance of turning onto more trusted brands to reduce risks (Delgado-Ballester & Luis Munuera-Alemán, 2001). This effect is even stronger in high involvement purchases such as a car purchase. Consumers will want to make sure that the brand that is behind the desired product can be trusted and will act properly in the case of any problems. Of course, this type of trust relationship cannot only be applied to high involvement products but it facilitates the provision of an example.

### 2.4.3 Definition brand trust

Trust is quite an old construct that has recently been added to the marketing literature. Due to the fact that the concept is rather complex and latent it is difficult to define it (Hobbs & Goddard, 2015). It is rooted in the fields of sociology, psychology, and economics (Delgado-Ballester & Luis Munuera-Alemán, 2001). For reasons of applicability, the focus within this thesis will

be the literature that can be directly related to marketing. However, it is important to state that brand trust derives from relationship theory and implies that a good relationship between a brand and the consumer increases attitude towards the brand and the product (Dowell, Heffernan, & Morrison, 2013).

As mentioned above, brand trust is "the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer" (Delgado-Ballester, 2004). This definition has been widely used within the marketing literature and provides a well-tested scale to measure brand trust. Consumers will, therefore, trust a brand if they think that the brand will perform in a specific way (e.g. as promised in commercials) if unexpected problems arise (Napoli et al., 2014).

Chaudhuri and Holbrook (2001) define brand trust as "[…] the willingness of the average consumer to rely on the ability of the brand to perform its stated function". This definition differentiates itself from other definitions by the fact that risk is not specifically mentioned. Nonetheless, the authors add that trust reduces uncertainty, which is very similar to the usage of "risk" from above (Chaudhuri & Holbrook, 2001).

Delgado-Ballester and Luis Munuera-Alemán (2001) state that "the process by which an individual attributes a trust image to the brand is based on his/her experience with that brand". This means that the main formation of trust towards a brand will derive from repeated experience or exposure with the related products. Therefore, brand trust can be examined with much larger validity with real brands that are already established in the market.

A very similar, yet different concept is brand authenticity. It is true that there are some overlaps in the individual dimensions of brand trust and brand authenticity. However, the constructs are conceptually different (Delgado-Ballester, 2004; Napoli et al., 2014). The dimension of reliability is one of the overlaps between the constructs. Nonetheless, the scientific reasoning behind brand authenticity incorporates more dimensions and aspects than brand trust. The dimensions of brand authenticity are continuity, originality, reliability and naturalness (Bruhn, Schoenmüller, Schäfer, & Heinrich, 2012). Furthermore, authenticity decreases the uncertainty of consumers (Bruhn et al., 2012) and provides a strong basis to (re)build trust (Eggers, O'Dwyer, Kraus, Vallaster, & Güldenberg, 2013; Portal, Abratt, & Bendixen, 2018).

### 2.4.4 Connecting brand trust to PBG & PBL

Xie et al. (2015) tested the relationship between PBG & PBL in regard to brand trust. In their model PBG & PBL were the root that influences brand identity expressiveness which then

influences brand trust. This serial order would allow us to assume a likewise relationship. Furthermore, the authors state that brand trust is the most important factor for perceived global brands (Xie et al., 2015). In addition, local brands allow customers to express their identity and through that generate high levels of trust (Halkias et al., 2016; Xie et al., 2015). This paragraph shows that perceived global brands benefit more from higher brand trust while perceived local brands incorporate a higher level of brand trust.

### 2.4.5 Summary of brand trust

This chapter shows the importance and relevance of brand trust in regard to PBL, PBG, and product bundling. The fact that brand trust acts as a mediator in relation to affect (Xie et al., 2015) provides a good basis to include it in this master thesis. Furthermore, brand trust acts as a factor which should help in distinguishing the effects of PBG & PBL on product (bundling) decisions.

## 2.5 Brand credibility

### 2.5.1 Introduction to brand credibility

This section will cover the topic of brand credibility. It will initially show the relevance of brand credibility for consumers and their attitude towards brands. Then it will focus on the definition of the construct and the differentiation from brand trust. As credibility and trust have a very similar meaning, it is of great interest to disentangle the constructs as much as possible. Lastly, brand credibility will be connected to the literature of PBG & PBL. This is completed by a short summary of this section.

### 2.5.2 Relevance brand credibility

Brand credibility is a construct that can serve as a signaling factor of quality for product propositions. Especially in asymmetric information relationships (manufacturer vs. consumer) products receive part of their perceived values from the signals of superordinate brands (Wernerfelt, 1988). In typical situations brand credibility is used by customers to deduce quality (Erdem & Swait, 2004). For example, if a very popular global brand introduces a new product, consumers will assume a certain quality because of the level of credibility of the corresponding brand. So, when Apple launched its first smartphone people drew on their credibility regarding other products (such as the Macintosh personal computer) and assigned this level of credibility to the new product. This shows the importance of the credibility of a brand in regard to new products (Wernerfelt, 1988). However, existing products are affected as well. The credibility

of a brand can change significantly or interact with other brands. Therefore, it is important to evaluate the credibility of multi-product offerings such as bundles.

### 2.5.3 Definition brand credibility

Brand credibility has been defined multiple times over the recent years. Herbig and Milewicz (1995) define it as "[…] the believability of an entity's intentions at a particular moment in time. […] whether a company can be relied on to do what it says to do." This shows that the authors base the effect of credibility on the credibility of a company's intention. Consumers assume that companies would act in a certain way and because of this evaluate certain products higher or lower (Herbig & Milewicz, 1995).

Kirmani (1997) states that credibility derives mainly from advertising repetition for unfamiliar brands. Also, she finds that the perceived brand quality is mediated by the perception of the manufacturer's effort (Kirmani, 1997). This aligns with the statement of Herbig and Milewicz by rating the assumption regarding the brand manufacturer as a strong influence on (brand) credibility.

Erdem and Swait (2004) pick up on a broad definition of credibility as "[…] the believability of an entity's intentions at a particular time and is posited to have two main components: trustworthiness and expertise". This leads to the fact that consumers will differentiate between two distinct factors within each brand: trustworthiness (e.g. willingness to deliver) and expertise (ability to deliver).

However, Napoli et al. (2014) state that brand trust and brand credibility are conceptually distinct constructs. They refer to brand trust as a brand's reliability and intentions in situations entailing risk to the consumer (Delgado-Ballester, 2004). Their definition of brand credibility is based on Herbig and Milewicz's (1993) definition (Napoli et al., 2014). So, summarizing the differences it can be seen that brand trust focuses on the entailing risk for the consumer (Delgado-Ballester, 2004) while brand credibility focuses on the believability regarding a company's intention (Herbig & Milewicz, 1995). Furthermore, brand trust is founded on the relationship theory while brand credibility stems from signaling theory. Both notions follow a different principle of importance.

### 2.5.4 Relevance with PBG & PBL

The topics of brand credibility and PBG are connected (Özsomer & Altaras, 2008). Many authors (Davvetas & Diamantopoulos, 2016, 2018; Davvetas & Halkias, 2018; Halkias et al., 2016; Meulenaer, Dens, & Pelsmacker, 2015; Özsomer, 2012; Özsomer & Altaras, 2008;

Swoboda et al., 2012) describe that there has to be a positive correlation between brand credibility and PBG. In alignment with signaling theory it is expected that global brands have a higher credibility due to higher brand investments in comparison to non-global brands (Özsomer & Altaras, 2008). However, after evaluating the literature it is not entirely clear if PBG promotes higher brand credibility or vice versa. It can be read that "brand globalness strengthens brand preference by boosting […] credibility" (Halkias et al., 2016; Özsomer, 2012; Steenkamp et al., 2003). This supports a possible directional relationship in which PBG positively influences brand credibility. However, other literature (Swoboda et al., 2012) indicates that perceived global brands are successful because of credibility and other factors. This would lead to an opposite assumption. Furthermore, every brand contains a certain level of PBG & PBL. Even though PBL is not specifically mentioned in regard to brand credibility it should be noted that both constructs provide a valid basis for analysis.

### 2.5.5 Summary of brand credibility

Summarizing this chapter, it is important to mention that brand credibility is a modern concept, which is often correlated to PBG. Therefore, it is a factor that should not be neglected. Moreover, there is no clear indication in the case of directionality between PBG & PBL to brand credibility. Both PBG & PBL can be argued to increase credibility of a brand. This further increases the importance of evaluation of this concept. Lastly, due to recent literature, this factor is expected to heavily correlate with the perception of PBG, so, even if directionality cannot be found it would still serve as an important variable.

## 2.6 Global & local identity

### 2.6.1 Introduction to global & local identity

The following chapter will cover the topic of global & local identity. First, there will be a short explanation including some examples of why this construct is relevant in regard to this master thesis and the previous concepts. After that, the concept itself will be summarized from a literature perspective. This will be followed by a connection to PBG & PBL. In the end a quick summary will complete this chapter.

### 2.6.2 Relevance of global & local identity

Global and local identity derive from social-identity research and were first proposed by Arnett (2002). The concept indicates that, due to further globalization, people inhabit a local and global identity. This relates to brand preference – people prefer consistent products that are consistent with their personal identity (Aaker, 2000; Aaker, Benet-Martínez, & Garolera, 2001; Alden,

Steenkamp, & Batra, 2006; Zhang & Khare, 2009). Therefore, a brand like Ikea (seen as global in most of Europe) appeals more to a person identifying themselves as global. The same holds true for local brands like Leiner (Austrian furniture shop) and the corresponding local identity. This means that depending on the identity of a person a brand will be perceived better or worse. Because of this, marketers should think not only about how they position their brand (in regards globalness and localness) but also about the customer base and their characteristics. Especially adolescents tend to be more in favor of global brands than local brands (Arnett, 2002), which could lead to different marketing strategies depending on the age or maturity of the consumers.

### 2.6.3 Definition global & local identity

As mentioned above, Arnett (2002) laid the cornerstone for the development of a construct containing global and local identity of people all around the world. Zhang & Khare (2009) picked up from his theoretical approach and developed the first scale to reliably and validly measure global and local identity. They drew from Arnett's (2002) and formulated the definition of "being local means identifying with people in one's local community, whereas being global means identifying with people around the world" (Zhang & Khare, 2009). The initial scale of the authors was very long and lacked some further statistical validation. Because of this a shorter 8-item scale was developed and tested (Tu, Khare, & Zhang, 2012).

This aligns well with the definitions used in the literature of PBG & PBL. According to Steenkamp et al. (2003) local products are tailored for local markets while global products are designed to fit needs and demand from consumers all over the world.

It is also important to avoid misconceptions about local and national identity. Some authors (Westjohn, Singh, & Magnusson, 2012) mix the definitions of local and national in various contexts. In the case of this thesis local or perceived localness is never connected to any country boundaries. This is also important to avoid wrong conclusions regarding products being perceived as global as opposed to being perceived as foreign.

### 2.6.4 Relevance with PBG & PBL

As this thesis already covered the construct of PBG & PBL, it naturally makes sense to connect these constructs. The main difference is the place of effect. Global and Local identity are part of the social-identity research, which implies that the construct dwells within the consumers. PBG & PBL are factors that dwell in the sphere of the brand or product. Therefore, the concepts can easily be distinguished, however, they have a strong connection nonetheless. As stated

above, consumers will prefer global products if they align with their individual identity. Yet, it is not clear on what basis consumers decide if a bundle is perceived as global or local.

### 2.6.5 Summary of global & local identity

In conclusion, the concept of global and local identity should play a large role in the process of perceiving products in the context of global and local brands. Especially if consumers only get the chance to see and evaluate one product, the attitude might be strongly influenced by the (g)local identity, which, according to Arnett (2002), also depends on the age. So, this construct is expected to act as a moderator in PBG vs. PBL product decisions.

# 3. Development of the research hypotheses

## 3.1 Introduction to the development of the research hypotheses

This chapter will synthesize the most important insights from the literature review. After that, individual sub-segments will cover each of the topics and build the hypotheses that will be tested within the boundaries of this master thesis.

From this section onwards the indication of brand in the constructs such as PBG & PBL, brand trust and brand credibility will not only refer to a single brand but also to a bundle or multiple bundles as a brand with its related values and attributes.

## 3.2 Summary of the literature review

Bundling is not a novel concept but has been in use for many years. Over the time the concept has used many different names (e.g. block-booking, brand-alliance, tie-in product, etc.) and had a variety of different definitions. While connecting this concept to a younger construct such as PBG & PBL, it becomes clear that only certain definitions are applicable. As PBG & PBL focus on “brand”-specific attributes the decision-context becomes quite limited. Therefore, product-bundles (Stremersch & Tellis, 2002) composed of different brands are mandatory to provide a reasonable basis of analysis. Bundling literature also indicates that the evaluation of bundles is not always the same (Yadav, 1994). Not all items within a bundle are seen as equal. In certain cases, a higher monetary value can be the source of inequality of importance, while in other cases attribute-level importance outweighs the monetary impact. Therefore, the anchoring-and-adjustment heuristic (Tversky & Kahneman, 1974) was developed to facilitate the understanding of bundle component importance. Customers pick one item as the anchor and base all other decisions (up-ward or down-ward adjustments) on this specific starting point (Furnham & Boo, 2011; Tversky & Kahneman, 1974). Because this process has been tested substantially, it becomes clear that adding more and more products to a bundle increases the cognitive load on the customers. It has been found that customers will decrease the impact for every additional ratified item (Agarwal & Chatterjee, 2003). This means that more items will not only add more complexity but also create little to no additional value for the customer and the bundle as an entity.

From a literature perspective, variety-seeking seems to be a valuable moderator in regard to “bundle to single product”, and “bundle to bundle” comparisons. Variety seeking implies that customers have an increasing need for variety (Berlyne, 1960). In a marketing context this implies that consumers will gradually become satiated by the (repeated) use of the same, or

even similar, products. This will subsequently increase consumers' willingness to try new products that will again stimulate their interest (Kahn, 1995). In the case of very similar products the differences might not only lie within the products or brand names and their corresponding values but also within the attributes (Inman, 2001).

The other segments of the literature review (Brand Trust, Brand Credibility, and Global and Local identity) all have a very strong connection to PBG & PBL. Global and local identity are based on the social-identity research and highlight the importance of customer identities (Arnett, 2002). An alignment between the product and the customer will create increased likeability and favorability, which in turn should increase the chance of purchase (Aaker, 2000; Aaker et al., 2001; Alden et al., 2006; Zhang & Khare, 2009). It is true that global and local identity has been connected to PBG & PBL, however, in the case of multi-product evaluations it is unclear if a customer is able to align their identity with a potential mixed product.

Brand Trust derives from the concept of trust, which has seen use in sociology, psychology, and economics. The concept emphasizes the expectations of a customer in regard to a brand's intention and reliability (Delgado-Ballester, 2004). In other words, the chance whether a brand will cover potential risks that a customer could face after or during consumption. Furthermore, brand trust has been connected to PBG & PBL by Xie et al. (2015). A serial connection between PBL and brand trust was found. This indicates that brand trust should be a strong mediator between PBL and attitude towards a brand, or in this case a bundle.

Brand Credibility plays a very similar, yet distinct role in the PBG & PBL literature. The main difference (Napoli et al., 2014) is that brand credibility focuses on the believability regarding a company's intention (Herbig & Milewicz, 1995) while brand trust focuses on the entailing risk (Delgado-Ballester, 2004). In other words, brand credibility's main effect derives from the believability of the consumer regarding the brand or the company that stands behind a product (Erdem & Swait, 2004). Many authors have agreed that credibility is of high importance for brands and has a strong connection to global brands (Halkias et al., 2016). This can be seen in the fact that global brands are expected to score higher in credibility than local brands (Özsomer & Altaras, 2008). Nonetheless, the specific connection between PBG and brand credibility has not been analyzed. It is not clear if the order follows the same principle as in the case of brand trust. Nevertheless, literature indicates that this order might be similar to brand trust. To summarize, the two concepts of brand trust and brand credibility would both act as potential mediators, each of them for one of the two notions being PBG & PBL.

Lastly, PBG & PBL are constructs that have been tested increasingly over the recent years. PBL allows a customer to identify with a local brand through the respective offering of cultural heritage, cultural originality, and local community support (Ger, 1999). PBG on the other hand is based on the symbolization of worldwide demand satisfaction by brands (Holt et al., 2004). Very often global brands are also associated with higher quality and a reduced level of perceived risk (Özsomer, 2012). Authors agree that both have a positive relation to the attitude and behavior of customers. However, as the construct is still relatively novel, there is still much room to expand the current literature.

## 3.3 PBG & PBL

Even though literature has investigated the notions of PBG & PBL in the context of individual products, there is complete lack of research with regard to how products of different PBG or PBL function together when they are parts of a larger, multi-component entity.

Literature indicates that both PBG & PBL have a positive effect on attitude and behavior of consumers. PBL allows a customer to identify with a local brand through the respective offering of cultural heritage, cultural originality, and local community support (Ger, 1999). PBL increases the emotional appeal of a brand and through that the likeability of products and brands (Holt et al., 2004). PBG on the other hand is based on the symbolization of worldwide demand satisfaction by brands (Holt et al., 2004). This allows customers to deduce higher levels of quality (Özsomer, 2012) and lower levels of risk (Özsomer & Altaras, 2008). These explanations allow to create these first hypotheses:

$H_{1a}$: The PBL of a bundle has a positive effect on attitude and likelihood of purchase.

$H_{1b}$: The PBG of a bundle has a positive effect on attitude and likelihood of purchase.

In addition, looking at the outcomes and influences of the bundle as a new "single" product, literature, especially recent publications (Davvetas & Halkias, 2018), expects perceived localness to have a higher effect on behavioral and attitudinal variables than perceived globalness. This creates a valuable input for the next hypothesis:

$H_2$: The perceived localness of product bundles has a stronger effect on attitude and likelihood of purchase than the perceived globalness.

It is clear that a single product that caters most to the local needs will score high on perceived localness (Ger, 1999; Özsomer, 2012; Steenkamp et al., 2003). The same holds true for perceived globalness and the associated impression of catering to the worldwide demand of the customer (Özsomer & Altaras, 2008; Steenkamp et al., 2003; Winit et al., 2014). However, when multiple products of either high PBG or PBL are being fused together to become a single new entity it is not entirely clear how the newly formed entity will be perceived in terms of PBG & PBL balance. Following an algebraic logic, one could aggregate the PBG & PBL of each individual component (i.e., product or brand) and form the sum of the bundle's parts. If more primarily PBG products are included, then the whole bundle is expected to be perceived as a PBG dominant bundle. In contrast, if there are asymmetrically more PBL products in the bundle, consumer will most likely see it as a PBL dominant bundle. These statements allow the formulation of these hypotheses:

$H_{3a}$: A bundle composed of mainly perceived global brands will be seen as a global bundle.

$H_{3b}$: A bundle composed of mainly perceived local brands will be seen as a local bundle.

$H_{3c}$: A bundle with a higher number of perceived global components, relative to other bundles, is perceived as a more global bundle.

$H_{3d}$: A bundle with a higher number of perceived local components, relative to other bundles, is perceived as a more local bundle.

## 3.4 Variety seeking

As discussed in the literature review section above, variety seeking may offer important additional insights in the investigation of product bundles. Variety seeking implies that customers have an increasing need for variety (Berlyne, 1960). Furthermore, a bundle is a new product entity composed of multiple individual components. Variety seeking indicates that consumers will gradually become satiated by the (repeated) use of the same, or even similar, products. This will subsequently increase consumers' willingness to try new products that will again stimulate their interest (Kahn, 1995). In the application of multi-product bundles, consumers will be forced to deal with a variety of products. Furthermore, consumers will also face a variety of attributes that are assigned to each brand. So, assuming that all else would be equal, certain attributes might be the key factor for a variety differentiation. This leads to a possible expansion of the variety-seeking literature by including a new attribute-level variable (Inman, 2001; Ratner et al., 1999).

In the case of this master thesis, bundles composed of different brands and products are implemented. This will always provide the customer with a certain variety. However, some bundles will be composed of only perceived global (local) brands while others will be composed of a mixed composition. Drawing on the variety on an attribute level, the mixed bundles should be more appealing for variety seekers than the pure bundles. Vice versa, for non-variety seekers the high level of variety is expected be less appealing.

This argumentation leads us to the following hypotheses:

| |
|---|
| $H_{4a}$: High variety seekers prefer bundles with a larger variety between PBG & PBL. |

## 3.5 Brand trust

Brand trust is concept that stems from trust, which has seen a large variability of use cases in the literature. As trust towards brands, in general, is decreasing (Lantieri & Chiagouris, 2009), the topic has become increasingly more important. Furthermore, brand trust has been tested in connection with PBG & PBL before (Xie et al., 2015). Authors agreed that perceived local brands emit higher levels of trust than perceived global brands. (Halkias et al., 2016; Xie et al., 2015). For example, in the past, global companies bought local companies to use their local brand or their local market knowledge to generate higher levels of trust (Schuiling & Kapferer, 2004). Xie et al. (2015) show and tested a clear directionality between PBG & PBL to brand trust. To be more specific, the authors posited a clear serial connection from PBG & PBL to brand identity expressiveness to brand trust (Xie et al., 2015). A positive correlation between brand trust and attitude towards the brand (Delgado-Ballester, 2004) is also expected. By using the previous research, we can assume that a directionality of these concepts is given. However, even though a product bundle can be seen as a single product, it is still composed of multiple individual components, therefore, it is not clear if this sequence of effects also holds true in this application.

This allows the postulating of the following hypothesis:

$H_{5a}$: Perceived brand localness positively influences brand trust, which positively influences attitude and likelihood of purchase.

$H_{5b}$: Perceived brand globalness positively influences brand trust, which positively influences attitude and likelihood of purchase.

$H_{5c}$: Perceived brand localness has a stronger effect on brand trust than perceived brand globalness.

## 3.6 Brand credibility

In section 2.5.4 we explained that PBG & PBL have a relationship with brand credibility. However, the literature has not been very clear about this specific relationship. Many authors (Davvetas & Diamantopoulos, 2016, 2018; Davvetas & Halkias, 2018; Meulenaer et al., 2015; Özsomer, 2012; Özsomer & Altaras, 2008; Swoboda et al., 2012) agree that perceived global brands appear to have high credibility. However, they do not clearly indicate if a perceived global brand provides this increased credibility because it is perceived as global, or, if a very credible brand increases the perceived globalness factor. What is clear from the literature, however, is the fact that there appears to be a relationship between PBG & PBL and brand credibility. In the majority of cases the authors agree that this relationship is positive.

Therefore, the following hypotheses are posed:

$H_{6a}$: The perceived brand globalness positively correlates with the brand credibility of the bundle.

$H_{6b}$: The perceived brand localness positively correlates with the brand credibility of the bundle.

Also, some part of the literature allows us to assume a directionality. Drawing on Halkias et al. (2016) it is stated that "brand globalness strengthens brand preference by boosting […] credibility". Nonetheless, it is not absolutely clear if this directionality holds because it has not been specifically tested in the literature.

Due to this, the following assumptions are created:

$A_{1a}$: Perceived brand globalness influences brand credibility, which has a direct effect on attitude and behavior of the consumer.

$A_{1b}$: Perceived brand localness influences brand credibility, which has a direct effect on attitude and behavior of the consumer.

$A_2$: Perceived brand globalness has a stronger effect on brand trust than perceived brand localness.

These assumptions allow us to expect that brand credibility acts as a mediator for PBG & PBL in regard to behavioral and attitudinal variables.

## 3.7 (G)local identity

To reiterate the important information about global and local identity, the construct derived from social identity research (Arnett, 2002) and focuses on an alignment of a customer's identity with his/her product and brand choices (Aaker, 2000; Aaker et al., 2001; Alden et al., 2006; Zhang & Khare, 2009). Consumers with a local identity will prefer local products because of this alignment. The same holds true for a global identity and the respective product or brand.

Based on this, we come up with the following hypothesis:

$H_7$: Consumers with a global identity will prefer perceived global bundles over perceived local bundles.

$H_8$: Consumers with a local identity will prefer perceived local bundles over perceived global bundles.

As the pre-tests showed that some bundles might have very similar scores regarding PBG & PBL, it is not clear how the consumers of the two identities would react. From a logical standpoint if the whole bundle is not perceived as being clearly global or local there should not be a significant effect regarding attitude towards the bundle as a whole.

## 3.8 Model illustration of the research hypotheses

The hypotheses described above are demonstrated in the conceptual models below.

### 3.8.1 Stage 1 – Perceptual model

The perceptual model illustrates the bundle perception of consumers. Due to the fact that PBG & PBL have not yet been connected to product bundling, it is important to analyze this process. Especially because of the forced asymmetry within the 3-item bundles, it is of great interest to see if the expectations are being met.

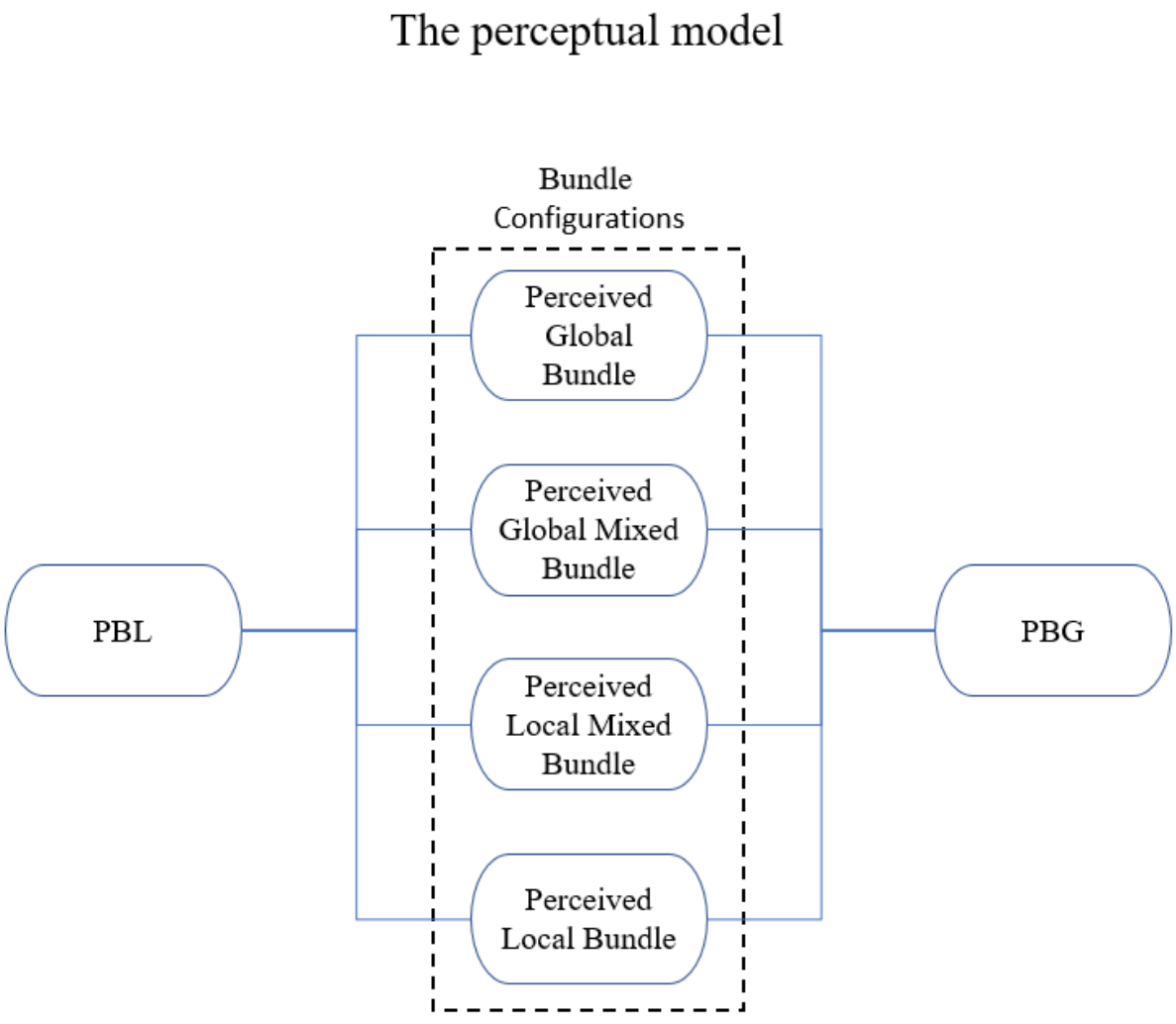


*Figure 1 - The perceptual model of PBG & PBL*

The main purpose of this stage is to evaluate the distinct differences between the four groups with regard to PBG & PBL. The analysis of the differences between PBG & PBL within the groups is of equal importance. This is specifically relevant because PBG & PBL are not mutually exclusive, positive effects are indicated by both notions/concepts. Therefore, to

disentangle these effects, a within analysis will be necessary. The primary goal of this stage is to achieve a better understanding of how consumers perceive bundles with regard to PBG & PBL.

The graphical illustration (see figure 1) depicts this process. Each line represents a possible combination of comparisons between or within the groups, for example the perceived global bundle will be compared to each of the other groups on the levels of PBG & PBL. Furthermore, there will be a comparison of PBG to PBL within the group itself.

### 3.8.2 Stage 2 – Effect model

The second stage uses the values obtained for PBG & PBL for each group and tests them against moderators, mediators and outcome variables, thus testing for potential effects and outcomes of the study.

The primary goal of this stage is to see if the PBG & PBL play a role in regard to attitude and likelihood of purchase by consumers. Furthermore, an investigation as to how this potential correlation from PBG & PBL to outcome variables gets influenced by potential moderators (variety seeking, and global or local identity) or potential mediators (brand trust, and brand credibility). As the main design emphasized a four-group structure, these four groups will also be investigated for further differences.

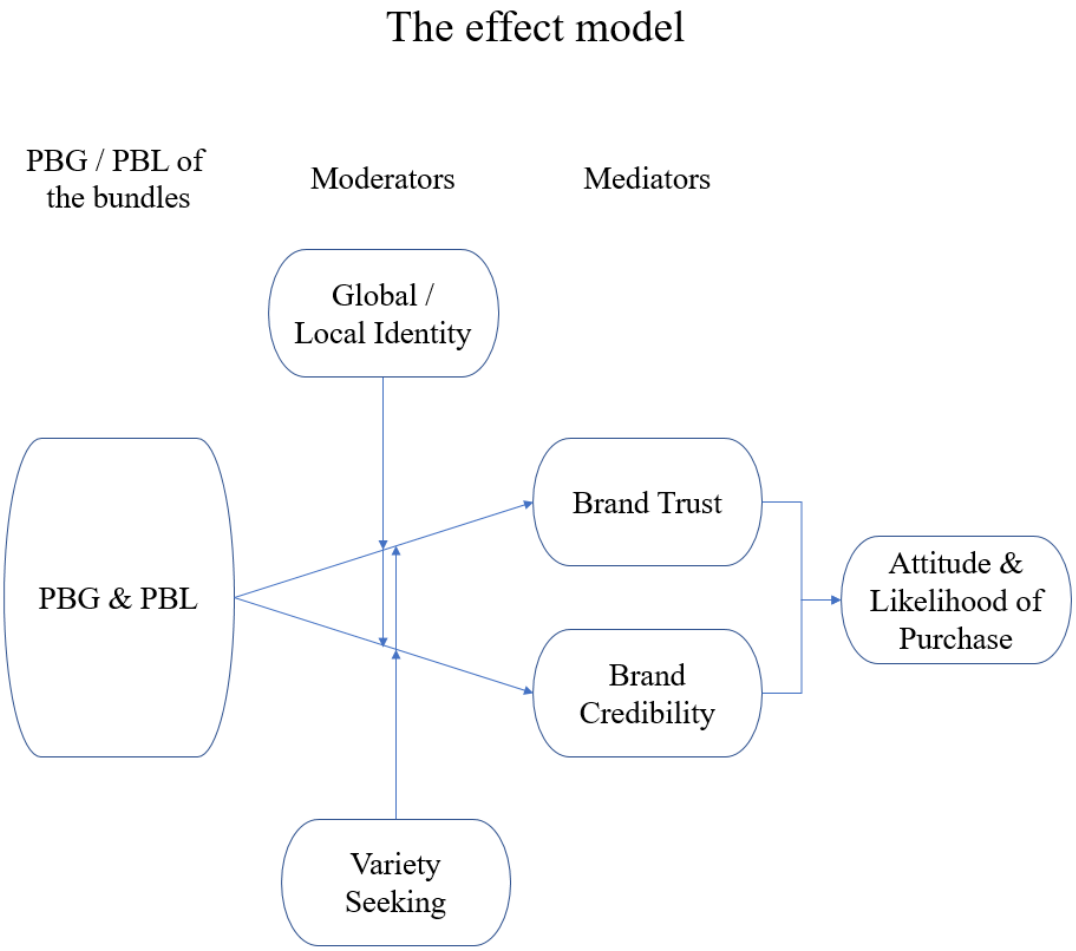


*Figure 2 - The effect model of PBG & PBL*

The graphical illustration (see figure 2) depicts a holistic summary of all intended variables in this stage of the model. Each line represents a potential connection or path from PBG & PBL to an outcome variable.

The mediation processes indicate that PBG & PBL will be mediated by brand trust & brand credibility with regard to attitude and likelihood of purchase. These direct and indirect effects could potentially be moderated by variety seeking and global or local identity. The effects are expected to be positive since variety seeking is expected to positively influence large differences between PBG & PBL, and because an alignment of global or local identity to the dominant notion of PBG & PBL is also expected to have a positive influence.

# 4. Methodology

## 4.1 Introduction to methodology

The main study was conducted from January 6, 2019 to March 2, 2019 as an online convenience sample study. The fully anonymized study was distributed online (e-mail and Facebook) to the author's personal and work-related connections. By using a snowball technique (sending it to people who further forward the study), a total of 377 initiated the study. Of those, 310 successfully completed the questionnaire. Of those 310, three had to be excluded resulting in a total sample of 307 participants. The study was conducted in Austria and, therefore, written in German. Furthermore, it included a separate question asking for the period of residence in Austria. Specific market knowledge was needed to avoid country-of-origin-specific biases within the study.

## 4.2 Study design

A between-subject design, in which each respondent was shown only a single specific product bundle configuration, was applied. These four bundle groups were pre-tested and developed so as to correspond to four distinct conditions: pure global, mixed global, mixed local and local. Each of the bundles contained three pre-tested products (see section 4.3 for details). The odd number of bundle components was specifically designed to enforce an asymmetry of attributes within the components, i.e. the intended manipulation should always be in favor of one distinct notion (PBG vs. PBL). This contrast allows a more detailed access to the perception of product bundles on an attribute level but also leads to more potential differences within the groups. Furthermore, an addition of further products would only have increased the complexity of the evaluation task without adding much value with regard to perception (Yadav, 1994).

A total of six non-Austrian products from six different brands were used in the study. The focus on non-Austrian brands was implemented to avoid confusion with actual origin (domestic vs. foreign) of the experimental brands (see the literature review for details). Therefore, all used brands were foreign. Furthermore, the pre-test included one item to check for the perceived origin (domestic vs. foreign) of the brands, therefore drawing a clear line between any confusion between PBG & PBL versus domesticness and foreignness. Three of those pre-tested products were perceived to be more global than local while the other three were perceived to be more local than global. Thus, eight feasible (combinations which could be spotted in a supermarket) yet distinct bundle configurations could be created. Two of those configurations were the “pure” versions while the others involved mixed bundle conditions (see figure 3). Pure in this case means that the bundle is composed of only predominantly global or only predominantly local

products. Mixed on the other hand indicates that a mixed composition of products was used. This was achieved by always having a 2:1 ratio in favor of either PBG or PBL focused products.


*Figure 3 - Bundle compositions*

As we can see, the four groups had unequal bundle compositions. To account for that, two randomizations were implemented in the online study. First, each participant was randomly assigned to a main bundle group. Second, if the participant was assigned to a mixed group, they were randomly assigned to one of the corresponding three sub-groups. In the end, the four main groups contained a roughly similar number of participants. Within the mixed bundle conditions, each of the sub-groups also contained a roughly similar number (see table 1).

| | Bundle Group | Bundle-Subgroup | Frequency | Percent | Sub-Percent |
|---|---|---|---|---|---|
| Valid | Global | | 75 | 24.4 | |
| | Mixed Global | MixedGlobal1 | 19 | | 26.0 |
| | | MixedGlobal2 | 30 | | 41.1 |
| | | MixedGlobal3 | 24 | | 32.9 |
| | | Total | 73 | 23.8 | 100 |
| | Mixed Local | MixedLocal1 | 23 | | 28.4 |
| | | MixedLocal2 | 31 | | 38.3 |
| | | MixedLocal3 | 27 | | 33.3 |
| | | Total | 81 | 26.4 | 100 |
| | Local | | 78 | 25.4 | |
| | Total | | 307 | 100 | |

*Table 2 - Group frequencies*

Furthermore, for statistical purposes it was important to obtain at least 60 participants in each of the four main groups. Table 2 also illustrates that each of the groups successfully reached this objective and allows for multiple statistical research operations such as within comparisons.

Lastly, the order of products within the depicted bundles in the study have been randomized. This means that the deodorant could be in any of three positions (first, middle, last). However, to keep the bundles as comparable as possible, they were designed to always include a combination of a shower gel, a deodorant and a shampoo.

## 4.3 Pretests

### 4.3.1 Objective of the pretests

As previously stated, in the context of this master thesis, real brands will be used. Therefore, the main objective of the pre-tests was to find appropriate brands. Appropriate in this case means that six brands from the same product category that are available on the Austrian market had to be found. Furthermore, half of these brands needed to have high perceived globalness while the other half required high perceived localness, each with a low value of the other. This was required in order to have multiple bundle combinations in the main study. Additionally, the brands shouldn't differ too much in familiarity and attitude in order to be able to establish distinct effects of other influencing factors such as PBG & PBL. As there has been confusion in the literature about perceived globalness and localness versus foreignness and domesticness, a control measurement for foreignness and domesticness was also included.

Due to the fact that fast-moving consumer goods make the most sense for this master thesis, the decision-making process regarding the specific category was very limited. Fast-moving

consumer goods allow almost any resident in Austria to be asked while providing the largest product base in relation to other product classes. As mentioned in the literature review, specific categories such as food or beverages have a bias in favor of perceived localness. Furthermore, a category in which a large number of people have a similar level of knowledge was needed. Based on the author's personal market knowledge and by evaluating the content of supermarkets while keeping in mind that the products should be "bundle-able", the decision was made to use body hygiene products, to be more specific, three different types of hygiene products which can be bundled together while still providing contextual logic: shampoo, shower gel and deodorant.

### 4.3.2 Designs of the pretests

The design for the two pre-tests was not exactly the same. Therefore, the design for these will be covered separately.

Pre-Test #1 was a pen and paper study conducted from June 10, 2018 to July 12, 2018. 56 randomly-assigned people filled in the 9 questions for 12 different products and brands. The first two items covered attitude and familiarity towards the products. The following 6 items covered perceived globalness and perceived localness. In the end of these 9 questions, there was an item regarding the origin of the brand. Additionally, there were 3 items covering demographics (gender, age, nationality). All of the questions were 1-7 Likert-scales (disagree – fully agree) and in randomized order within the constructs. The items were directly translated from Halkias et al. (2016), which was based on Steenkamp et al. (2003) and Swoboda et al. (2012). The order of products was randomly distributed within the pre-tests (a sample of the first pre-test can be found in the appendix A).

Pre-Test #2 was a pen and paper test conducted from August 3, 2018 to September 10, 2018. A total of the 44 randomly-assigned respondents filled in 12 questions for 10 different products and brands. The items for the demographics (gender, age, nationality), attitude, and familiarity were the same as in the first pre-test. The items regarding PBG & PBL were based on the same sources, however with further adaptions to the German language and with the inclusion of the full item-sets and not abbreviated versions. In addition, the 1-7 Likert-scale descriptions were altered to allow the participants to better grasp the full range of the items (fully disagree – fully agree). The randomization of items within the constructs and the order of products was applied in this test as well (a sample of the second pre-test can be found in the appendix B).

A total of 16 different brands and products were tested in the two pre-tests. The number of tested brands is lower than the sum of both tests because some products were re-validated with the changed items.

### 4.3.3 Results & interpretation of the pretests

The results from pre-test #1 were unexpected and non-acceptable. This is reflected in the fact that not a single brand approximated an expected or needed score for PBL. Furthermore, the results for PBG & PBL tended to be very extreme. More than a quarter of the participants only circled the extreme values 1 or 7. Due to the fact that the main objective of this pre-test had failed it was clear that another pre-test had to be conducted.

The results from pre-test #2 were acceptable. In contrast to the first pre-test, 6 brands could be selected that scored appropriately to the main objective. This means that 3 brands had higher perceived globalness than perceived localness and vice versa. The finalized 6 brands were: Balea (Local), Kneipp (Local), Tetesept (Local), Garnier (Global), Rexona (Global) and Palmolive (Global).

| | PBG (4 items) | PBL (5 items) | Liking | Familiarity | (1) D/F (7) |
|---|---|---|---|---|---|
| Shampoo | | | | | |
| Garnier | 5.2063 (α .890) | 2.6450 (α .778) | 3.60 | 4.00 | 5.85 |
| Kneipp | 2.8938 (α ,948) | 4.5150 (α .906) | 4.35 | 4.13 | 3.75 |
| Deodorant | | | | | |
| Rexona | 5.0250 (α .896) | 2.9100 (α .858) | 3.53 | 3.93 | 5.88 |
| Balea | 2.7313 (α .882) | 3.7900 (α .845) | 4.40 | 4,73 | 4.33 |
| Shower gel | | | | | |
| Palmolive | 4.6000 (α .915) | 3.1200 (α .841) | 3.90 | 4.35 | 5.08 |
| Tetesept | 3.5063 (α .804) | 3.8400 (α .836) | 4.43 | 4.70 | 4.08 |

*Table 3 - Pre-test product results*

A check on the reliability of the constructs showed a strong Cronbach's Alpha for all brands (lowest .778). This also supported the selected German adaptions to facilitate understanding for the participant in the Austrian market. Furthermore, participants agreed that all of the brands were not domestic (3.75 on a 1 to 7 scale where 1 is domestic and 7 is foreign). Liking and familiarity was significantly different within the brands, however within an acceptable range. All of the selected brands were within a mean range of 3.53 to 4.7.

As we can see in table 3, the means for PBG are higher on average than the PBL. Nonetheless, a clear tendency towards PBL or PBG for all the selected brands could be seen. Therefore, virtual bundle configurations could be made to get a better grasp of potential bundle values.

Table 4 shows the pooled means of the individual bundle components. These eight virtual bundles allow us to presume how customers might react to the bundles. It also allows us to establish a baseline for specific expectations. We can see that the full local bundle is expected to be the most liked bundle with a value of 4.39. In addition, we can see that the mixed local bundle (2 local products + 1 global product) has a higher value for PBG than PBL. This could indicate that, even though the number of components is greater, the PBL outweighs perceived localness, at least arithmetically.

| Bundle name | PBG | PBL | Like | Familiarity | (1) D/F (7) |
|---|---|---|---|---|---|
| Full Global | 4.9438 | 2.8800 | 3.6750 | 4.0917 | 5.6000 |
| Full Local | 3.0438 | 4.0483 | 4.3917 | 4.5167 | 4.0500 |
| Mixed Global | 4.3104 | 3.2694 | 4.9139 | 4.2333 | 5.0833 |
| GaBaPa | 4.1792 | 3.1733 | 3.9667 | 4.3583 | 5.0833 |
| KnRePa | 4.1729 | 3.5033 | 3.9250 | 4.1333 | 4.9000 |
| GaReTe | 4.5792 | 3.1317 | 3.8500 | 4.2083 | 5.2667 |
| Mixed Local | 3.6771 | 3.6589 | 4.1528 | 4.3750 | 4.5667 |
| KnBaPa | 3.4083 | 3.7967 | 4.2167 | 4.4000 | 4.3833 |
| KnReTe | 3.8083 | 3.7550 | 4.1000 | 4.2500 | 4.5667 |
| GaBaTe | 3.8146 | 3.4250 | 4.1417 | 4.4750 | 4.7500 |

*Table 4 - Pre-test virtual bundle configurations*

### 4.3.4 Pre-test conclusion

Concluding this section, I successfully derived 6 products which allowed me to create 8 different bundle compositions. These 8 bundles allowed the creation of 4 bundle groups: global bundle, mixed global bundle, mixed local bundle, local bundle. Furthermore, I arithmetically calculated possible values for the bundles to allow better expectations of the main study results.

## 4.4 Main study implementation

This section will cover the design and implementation of the online questionnaire. Every construct which has not been specially mentioned in the previous sections will be discussed briefly. Furthermore, most pages do not include many items because scrolling increases fatigue (Leavitt & Shneiderman, 2006) and might increase the likelihood of cancelling the study.

A table representing a summary of the used items and their respective sources can be found in in the figure below. Whenever possible, recently tested sources were used. As most sources were purely in English, a proper translation had to be made. Due to the fact that German is the main language in Austria, most scales had to be adapted to fit the same notion as in English. As discussed in the results of the pre-tests, consumers reacted to the literal translations with very extreme values. Therefore, slight adjustments were made to make specific statements sound less extreme. For example, rather than “this brand is global”, “this brand seems to be global”

was used. By reducing the absoluteness of the statements people were not as reluctant to use the whole spectrum of the scale.

The first page of the questionnaire (see appendix C for details) shortly introduced the participant to the topic and provided information regarding data privacy, type of questions and intention of the author. As the study was fully anonymized, it was not possible to obtain any critical consumer data.

The second page contained the coded randomized group distribution. Each participant was presented with a picture of a single product bundle. Furthermore, it was advised to look at the bundle carefully.

The third page contained 15 questionnaire items. The items were grouped into 5 groups with three items each. The first group focused on the brand attitude of the bundle. The second to fourth group focused on the brand attitude of each of the individual products. The last group focused on the likelihood of purchase of the bundle. The order of the groups and the items within the groups were randomized. However, the items of a group were not mixed with another group. Figure 5 below shows the sources and Cronbach's Alpha for each of the constructs. Furthermore, all items were implemented as 1 to 7 Likert-scales with absolutely disagree and absolutely agree as endpoints.

The fourth page contained 12 items. These items were grouped into two groups. The first group contained 9 items and covered the constructs of PBG & PBL. Five of these items were used to determine PBG while the other 4 were used to determine PBL. The second group contained 3 items and covered a control construct for perceived importance. Bundling literature indicates that the item with the highest perceived attitude is also the most important bundle component. This group of items was included to revalidate the attitudinal outcome. Randomization and scales were implemented in the same way as described on page 3 of the questionnaire.

The fifth page covered the topic of brand familiarity for each individual product and included 6 items grouped into 3 groups of 2 items each. Brand familiarity was included to serve as a potential control variable regarding familiarity of individual bundle components. Due to the fact that brand familiarity had significant differences in the pre-test, it was mandatory to make sure that there are no strong effects on the dependent variables in the main study, i.e. attitude and likelihood of purchase. Randomization and scales were implemented in the same way as described on page 3.

The sixth page included 15 items divided into 3 groups. The first group contained 4 items and covered the topic of brand credibility. The second group contained 8 items and covered the topic of brand trust. The third group contained 3 items and covered the topic of (in)congruity. This was included in a very brief 3 item scale to check whether specific bundles appeared to be more congruent or incongruent than the others. This was based on the theory of moderate incongruity, which states that moderately incongruent offerings are preferred over congruent offerings. As this thesis is based on real products, a certain incongruity can be expected, therefore it was unclear whether consumers could discern an attribute-level (in)congruity regarding PBG & PBL. However, in the case that they successfully differentiate between the bundles, (in)congruity was included to serve as an additional control variable (Halkias & Kokkinaki, 2017). Randomization and scales were implemented in the same way as described on page 3.

The seventh page included 2 groups with a total of 14 items. The first group contained 6 items and covered the topic of variety seeking. The second group contained 8 items and covered the topic of global and local identity. Randomization and scales were implemented in the same way as described on page 3.

The eighth page contained 7 items grouped into two groups. The first group included 3 items and covered the topic of product class involvement. The second group contained 4 items and covered the topic of knowledge of the product categories. Product class involvement and knowledge of product category were both included because they can serve as strong influencing factors on attitude regarding specific products and product categories. Some scholars have argued that the involvement for a specific product class can vary, therefore it is important to determine the involvement as a control for its influence on attitude. Knowledge of the product category follows a very similar reasoning. Customers who have a lot of knowledge about a product category tend to be more positively outspoken about brands and products belonging to the related category. Therefore, it is important to obtain this information and control for it regarding attitude and likelihood of purchase. (Laurent & Kapferer, 1985; Mittal, 1995). Randomization and scales were implemented in the same way as described on page 3.

The ninth page offered a recognition test. This test showed the customer the original bundle with 4 additional variations of the specific bundle in random order. This visual manipulation was implemented to control for two separate things: (1) whether the customers could remember the correct bundle and had used the correct products in their evaluation tasks and (2) whether a specific bundle was a better fit than other combinations. If a single bundle would be

remembered at a significantly higher rate or at a significantly faster speed, this combination might have a brand combination that attracts customers regardless of the planned combination effects (Winkielman, Schwarz, Fazendeiro, & Reber, 2003).

The tenth page included items that collected the demographics of origin, age, and gender. The completion question for origin was complemented with an additional item to ask for the duration of residency in Austria. This was done to control whether all participants had their habitual abode in Austria since Austrian market knowledge was needed. Moreover, if German participants had participated in the study, the clear line between domesticness and foreignness would have been circumvented because German brands were included in the study.

The last page of the questionnaire thanked the participant and completed the main study questionnaire.

The reliability of all multi-item scales has been assessed through calculation of Cronbach's Alpha. Table 5 shows the results for all valid constructs and their respective Cronbach's Alpha score. All constructs are above the acceptable threshold of 0.7. Furthermore, only a single construct lies between 0.7 and 0.8. This is the construct of congruity, which potentially serves as a control variable. Due to the fact that only an abbreviated scale has been used to assess congruity, it makes sense that the reliability suffered a mildly lower score. All others are within an excellent level of reliability and can, therefore, be used for most types of statistical evaluations.

| Variable | Source | No. Items | Scale | Cronbach's Alpha |
|---|---|---|---|---|
| (Brand / Bundle) Attitude | Adapted from Halkias et al., 2016 | 4x[1]3 | Likert 1-7 | .866 |
| Likelihood of Purchase | Davvetas & Halkias, 2018; Putrevu & Lord, 1994 | 3 | Likert 1-7 | .947 |
| PBG & PBL | Adapted from Halkias et al., 2016; Steenkamp et al., 2003 | 9 | Likert 1-7 | .881 |
| Importance / Anchoring | Adapted from Simonin & Ruth, 1995 | 3 | Likert 1-7 | .908 |
| Brand Familiarity | Adapted from Davvetas & Diamantopoulos, 2016; Halkias et al. 2016 | 3x2 | Likert 1-7 | .867 |
| Variety Seeking | Adapted from Van Trijp & Steenkamp, 1996 | 6 | Likert 1-7 | .941 |
| (Bundle) Credibility | Adapted from Kirmani, 1997 | 4 | Likert 1-7 | .944 |
| (Bundle) Trust | Adapted from Delgado-Ballester, 2004 | 8 | Likert 1-7 | .756 |
| (In)congruity | Adapted from Halkias & Kokkinaki, 2017 | 3 | Likert 1-7 | .831 |
| (G)Local identity | Tu, Khare & Zhang, 2011 | 8 | Likert 1-7 | .818 |
| Product Class Involvement | Adapted from Laurent & Kapferer, 1985 | 3 | Likert 1-7 | .856 |
| Knowledge of the product categories | Adapted from Chang, 2004 | 4 | Likert 1-7 | .866 |
| Fluency | Based on Winkielman et al., 2003 | 1 | Recognition test | |
| Demographics | | 3-4 | Selection & completion | |

*Table 5 - Questionnaire items & Cronbach's alpha*

[1] The „x" represents the multifold usage of a variable for different components (e.g. bundle, individual brands)

# 5. Presentation and analysis of the results

## 5.1 Descriptives

The main study was designed as an online questionnaire containing a total of 73 to 74 items. The average participant successfully completed the questionnaire within approximately 9 minutes and 14 seconds. 217 of the 307 participants were female. This does not reflect an optimal ratio that is equivalent to the Austrian country, however given that the product selection focuses on body hygiene it is understandable that the rate of participants was slightly higher female than male (see figure 4 for details). Furthermore, as the data collection was conducted through a convenience sample, the control over the gender ratio was quite limited. Nonetheless, this imbalance of gender makes it necessary to control for gender in the cases where it is statistically feasible.

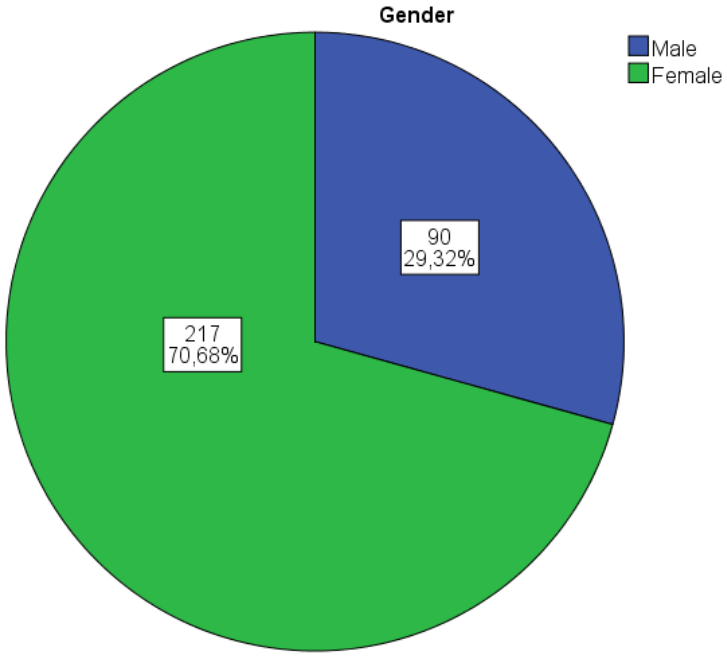


*Figure 4 - Main study gender distribution*

The age distribution of the study is depicted in figure 5. The largest group by far is the age group from 18 to 29 years with 122 participants amounting to almost 40%. The second largest group, being 68 persons – roughly 22 %, was the age group of 30 to 39 years. The following age groups, being 50-64 and 40-49 years old, capture around 16% and 12%, respectively. The age group over 65 years, comprising 4.5 %, amounted to 14 persons. The last two groups are somewhat special. The group from 16-17 years was specifically detached from the other groups to validate if the participants were, in fact, older than 16, and, therefore no longer a child. The final group of 2 persons refrained from writing an age into the completion box and included a

verbal answer that is not of scientific interest. All in all, the age distribution comes pretty close to the Austrian population with a certain shift in favor of 18-29 old participants. Most likely this resulted from the fact that a convenience sample was used and that the author published his study on various online channels. Because of the author's age, there might be a higher chance of reaching this specific age group.

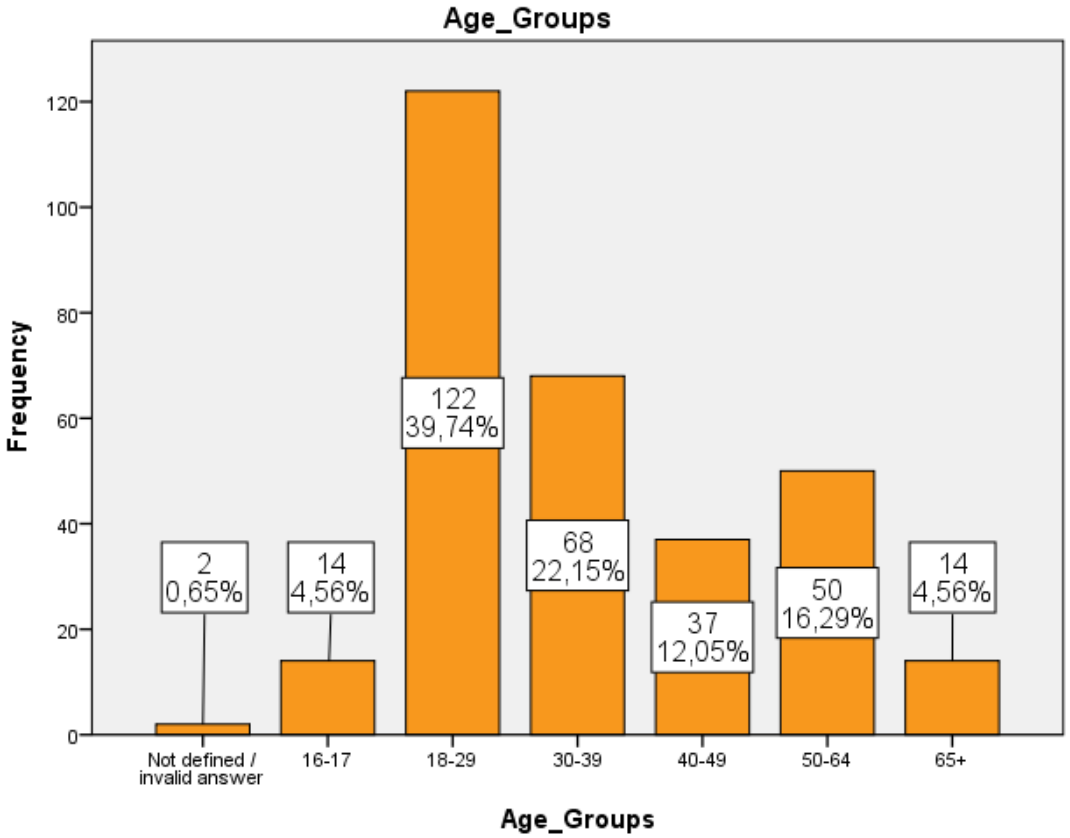


*Figure 5 - Main study age distribution*

## 5.2 Hypothesis testing

The following sections cover the statistical tests of the postulated hypotheses with IBM SPSS. The sections (5.2.1 – 5.2.2) follow the stage 1 – perceptual model, which has been explained in the research model development. Because of this, hypotheses $H_2$ and $H_3$ will be tested before $H_1$. This means that these will focus on the perceptual aspect with regard to PBG & PBL. All hypotheses and assumptions following this will focus on stage 2 – effect model, which examines the distinct effect of PBG & PBL on further constructs and variables. A brief section on further exploratory analysis will shed more light on certain areas of data processing. Lastly a short section will discuss influential cases and outliers.

### 5.2.1 Hypotheses $H_{2a}$ & $H_{2b}$ – PBG & PBL in the perceptual model

| |
|---|
| $H_{2a}$: A bundle composed of mainly perceived global brands will be seen as a global bundle. |
| $H_{2b}$: A bundle composed of mainly perceived local brands will be seen as a local bundle. |

To quickly recap, the hypotheses $H_{1a}$ and $H_{1b}$ state that a bundle composed of mainly perceived global brands will be seen as a global bundle, while a bundle composed of mainly local brands will be perceived as a local bundle.

This statement itself is rather self-evident. However, looking at the results from the pre-test and the virtual bundle configuration within that section it became clear that PBG scored higher in the pre-test than PBL. This means that these hypotheses will also be evaluated in comparison to the pre-test results.

To analyze these hypotheses, a paired t-test is conducted within each of the four main bundle groups. The main area of interest is whether the bundle as a whole can be discerned as being global or local and which of the two notions of PBG & PBL is dominant. This indicates that the two compared variables are PBG of the bundle with PBL of the bundle.

Before doing the actual tests, the statistical assumptions are evaluated. First, as only variables within the groups are compared, we have a within-group design where the paired t-test is applicable. Second, by conducting tests of normality, all of the groups for both variables (except for PBG of the mixed global group) show non-normal distribution. However, because each group contains more than 30 participants, this violation of normality can be disregarded due to the central limit theorem.

The t-test for the **global** group (three pre-tested global dominant products) shows a significant ($t(74) = 7.361$, $p < .000$) difference between PBG & PBL. The mean for PBG amounts to 4.8867 (SD = 1.45617), while PBL only amounts to 3.0160 (SD = 1.32411).

The t-test for the **mixed global** (two pre-tested global dominant products) group shows a significant ($t(72) = 2.398$, $p = .019$) difference between PBG & PBL. The mean for PBG amounts to 3.9315 (SD = 1.47565), while PBL only amounts to 3.2384 (SD = 1.53827).

The t-test for the **mixed local** (two pre-tested local dominant products) group shows an insignificant ($t(80) = .167$, $p = .868$) difference between PBG & PBL. The mean for PBG amounts to 3.4846 (SD = 1.60339), while PBL amounts to 3.4395 (SD = 1.73678).

The t-test for the **local** group (three pre-tested local dominant products) shows an insignificant ($t(77) = -1.174$, $p = .244$) difference between PBG & PBL. The mean for PBG amounts to 3.2468 (SD = 1.40644), while PBL amounts to 3.5513 (SD = 1.49812).

By looking at the results from the main study, **$H_{1a}$ can be supported** and **$H_{1b}$ is rejected**. By comparing these results to the pre-test results, it can be seen that PBG of the bundle develops similarly to the pre-test. PBL, however, has much more conservative scores, which leads to a rejection of $H_{1b}$. This shows that PBG & PBL are not perceived entirely identically in a single product context as compared to a bundled product context.

### 5.2.2 Hypotheses $H_{2c}$ & $H_{2d}$ – PBG & PBL in the perceptual model

$H_{2c}$: A bundle with a higher number of perceived global components, relative to other bundles, is perceived as a more global bundle.

$H_{2d}$: A bundle with a higher number of perceived local components, relative to other bundles, is perceived as a more local bundle.

The previous section focuses on within differences in the groups. This chapter focuses on the differences between the groups in relation to PBG & PBL. The hypotheses indicate the number of global components in a bundle related to the relative perception of a bundle being more or less global (local) than the others.

To analyze these hypotheses, two one-way ANCOVAs are conducted. This allows analyzing and reporting the results for PBG & PBL individually while incorporating the applicable control variables. In the case of these ANCOVAs, the control variables of global identity and local identity have been used in their reasonable application.

Before conducting the actual tests, the statistical assumptions have to be evaluated. First, as variables between the groups are compared, we have the assumption of independent observations. Due to the fact that all participants have been randomly assigned to the groups, all observations are independent and uncorrelated. Since we are evaluating the same variables for the individual groups (PBG & PBL), the same results for the test of normality have ensued. As stated previously, since $n>30$ for each group, we are allowed to ignore the violations of normality. Lastly, homogeneity of variances was tested through a Levene's test. In the first ANCOVA for PBG, the Levene's test ($F(3, 303) = 1.261$, $p = .288$) was insignificant and allows us to reject the null hypothesis of unequal variances. In the second ANCOVA for PBL, the Levene's test ($F(3, 303) = 2.754$, $p = .043$) was significant and forces us to use bootstrapped 95% BCa CI of pairwise comparisons with 1000 samples. Thus, all necessary assumptions have been checked and the planned tests can be conducted.

The ANCOVA for PBG has a significant model ($F(4) = 16.546$, $p < .001$, Partial $\eta^2 = .180$) and shows a significant effect on PBG for global identity ($F(1) = 10.326$, $p = .001$, Partial $\eta^2 = .033$) and the categorical grouping factor ($F(3) = 19.567$, $p < .000$, $\eta^2 = .163$).

Looking at the parameter estimates for PBG of the bundle after controlling for global identity, we can see that PBG is significantly different ($p < .05$) between all groups with the exception of mixed local to local. As expected, the largest difference could be seen between the global and the local bundle. The parameter estimates do not investigate all possible comparisons

because of dummy coding one of the four groups. This requires the investigation of the pairwise comparisons.

Looking at the pairwise comparisons by using Bonferroni post-hoc, we can see that all groups except for mixed global to mixed local, and mixed local to local are significantly different. The means for the groups are distributed in descending order with the global being the highest: 4.918 (global), 3.924 (mixed global), 3.472 (mixed local), 3.237 (local).

The ANCOVA for PBL has an insignificant model ($F(4) = 1.582$, $p = .179$, Partial $\eta^2 = .021$) and shows an insignificant effect on PBL for local identity ($F(1) = .924$, $p = .337$, Partial $\eta^2 = .003$) and the categorical grouping factor ($F(3) = 1.899$, $p < .130$, $\eta^2 = .019$).

Looking at the parameter estimates for PBL of the bundle after controlling for local identity, we can see that PBL is not significantly different ($p < .05$) between all groups. Further investigation in the pairwise comparisons support this. Even though the differences are not significant, the obtained means are reported in ascending order with the global bundle being the lowest: 3.000 (global), 3.249 (mixed global), 3.445 (mixed local), 3.551 (local).

After interpreting the results from both ANCOVAs, we can support $H_{1c}$ and reject $H_{1d}$. This further supports the results from $H_{1a}$ and $H_{1b}$ by showing a more conservative level of scores with regard to PBL. PBG, however exhibiting large differences in most cases except for some situations where the neighboring group is not significantly different. By increasing the sample size, these differences might also become significant.

### 5.2.3 Hypotheses $H_{1a}$ & $H_{1b}$ – PBG & PBL in the effect model

| |
|---|
| $H_{1a}$: The PBL of a bundle has a positive effect on attitude and likelihood of purchase. |
| $H_{1b}$: The PBG of a bundle has a positive effect on attitude and likelihood of purchase. |

These hypotheses are the first from the stage 2 effect model. Therefore, the focus now lies on the effect of PBG & PBL on other variables such as attitude and likelihood of purchase. In this specific case I will test whether there is a positive effect of PBG & PBL on attitude and likelihood of purchase.

To analyze these hypotheses, two linear regressions are conducted for each group. Both regressions follow the "enter" mode which enters all variables in a single block. Two groups are conducted in order to have one for attitude as the dependent variable and the other for likelihood of purchase as the dependent variable. The variables covered in this linear regression are PBG & PBL, brand familiarity, knowledge of the product category and involvement in the product class. By using this approach, it should be clear whether PBG or PBL plays a stronger role in the development of attitude and likelihood of purchase.

Before conducting the actual tests, the statistical assumptions have to be evaluated. In the case of a linear regression, multiple assumptions have to be tested. All predictors and outcome variables are continuous, therefore, the applied variable types are valid. All predictors have a variance greater than 0. All observations are independent due to the randomly distributed participants in the main study. Collinearity showed that the proposed control variables (brand familiarity, knowledge of the product class, involvement in the product category, global & local identity) are valid. However, global and local identity do not provide much variation and therefore cannot be diligently included. The Durbin-Watson score is always between 1 and 3 and therefore within the acceptable threshold. Homoscedasticity was evaluated by checking the ZRESID against ZPRED plot. Due to the fact that no clear pattern is visible in either linear regressions, the assumption of homoscedasticity can be considered valid. Lastly, normality of residuals was checked by evaluating the histogram and the P-P plot. Almost all P-P plots indicate non-normal distribution. However, because all groups are larger than 30, the central limit theorem allows the violation of normality to be disregarded in this application. To summarize, all assumptions are checked and the linear regression can be conducted.

The linear regression for the **global** group on attitude shows an insignificant model ($F(7,67) = 1.832$, $p = .095$) with an $R^2$ of .161.

The second linear regression for the **global** group on likelihood of purchase shows a significant model ($F(7, 67) = 5.244$, $p < .001$) with an $R^2$ of .286.

The linear regression for the **mixed global** group on attitude shows a significant model ($F(7, 65) = 2.697$, $p = .016$) with an $R^2$ of .225.

The second linear regression for the **mixed global** group on likelihood of purchase also shows a significant model ($F(7, 65) = 7.018$, $p < .001$) with an $R^2$ of .430.

The linear regression for the **mixed local** group on attitude shows a significant model ($F(7, 73) = 2.038$, $p = .062$) with an $R^2$ of .083.

The second linear regression for the **mixed local** group on likelihood of purchase shows a significant model ($F(7, 73) = 5.827$, $p < .001$) with an $R^2$ of .297.

The linear regression for the **local** group on attitude also shows a significant model ($F(7, 70) = 5.011$, $p < .001$) with an $R^2$ of .334.

The second linear regression for the **local** group on likelihood of purchase also shows a significant model ($F(7, 70) = 10.760$, $p < .001$) with an $R^2$ of .470.

Looking at the results from table 6, we can see that all betas for each group are positive for PBG & PBL. However, PBG is only significant in relation to attitude in a single group. Furthermore, PBL is not significant to attitude in the global and the mixed local group. This indicates that neither of the notions had an effect on attitude in those two groups. Thus, the hypotheses $H_{3a}$ and $H_{3b}$ are only partially supported.

| Group | | Standardized β **PBG** | Standardized β **PBL** | $H_{1a}$ | $H_{1b}$ |
|---|---|---|---|---|---|
| global | attitude | .150 | .157 | rejected | rejected |
| global | likelihood of purchase | .234*[2] | .254* | supported | supported |
| mixed global | attitude | .056 | .283* | rejected | supported |
| mixed global | likelihood of purchase | .181 | .458*** | rejected | supported |
| mixed local | attitude | .114 | .129 | rejected | rejected |
| mixed local | likelihood of purchase | .026 | .214* | rejected | supported |
| local | attitude | .119 | .282* | rejected | supported |
| local | likelihood of purchase | .081 | .505*** | rejected | supported |

*Table 6 - Summary of $H_{1a}$ / $H_{1b}$ tests*

[2] * p < .05, **p < .01, *** p < .001

### 5.2.4 Hypothesis $H_3$ – PBG & PBL in the effect model

| |
|---|
| $H_3$: The perceived localness of product bundles has a stronger effect on attitude and likelihood of purchase than the perceived globalness. |

These two hypotheses focus on the distinct effects of PBG & PBL on attitude and likelihood of purchase according to literature. The indication that both notions have a positive effect on attitude and likelihood of purchase is pretty straightforward. The tests for the previous hypothesis ($H_3$) already provide enough information to draw a clear conclusion regarding the effect of PBG & PBL on attitude.

Table 7 represents the betas for PBG & PBL with regard to all of the conducted linear regressions. These beta scores give us partial support of the hypothesis, depending on the bundle group and the composition of products. Two groups (global and mixed local) show no significant influence from either PBG or PBL on attitude. All others follow the hypothesized expectations and show a stronger effect of PBL on attitude and likelihood of purchase than PBG.

| Group | | Standardized β **PBG** | Standardized β **PBL** | $H_3$ |
|---|---|---|---|---|
| global | attitude | .150 | .157 | not supported |
| global | likelihood of purchase | .234* | .254* | supported |
| mixed global | attitude | .056 | .283* | supported |
| mixed global | likelihood of purchase | .181 | .458*** | supported |
| mixed local | attitude | .114 | .129 | not supported |
| mixed local | likelihood of purchase | .026 | .214* | supported |
| local | attitude | .119 | .282* | supported |
| local | likelihood of purchase | .081 | .505*** | supported |

*Table 7 - Summary of $H_3$ tests*

### 5.2.5 Hypothesis $H_4$ – Variety seeking

| $H_4$: High variety seekers prefer the mixed bundles over the pure bundles. |
|---|

This hypothesis indicates that consumers with high scores of variety seeking prefer product bundles that offer a higher level of variety. As each bundle is expected to offer some level of PBG & PBL, the bundles with the highest difference between PBG & PBL are expected to provide the largest variety. Hence, high variety seekers are expected to prefer bundles with a large difference between PBG & PBL.

To analyze this hypothesis, two PROCESS (Copyright © 2012-2019 by Andrew F. Hayes) models were conducted. In this application the X variable (predictor) is set as a continuous variable that incorporates the squared difference between PBG & PBL. For example, if a participant rates his bundle with a PBG score of 5 and a PBL score of 2, the difference would amount 3. The W variable (moderator) is variety seeking as a continuous variable. The Y variable (outcome) is either the attitude or likelihood of purchase and is also a continuous variable. As PROCESS offers many different models in this case, model 1 (simple moderation) was conducted.

Before performing the actual analysis, the statistical assumptions have to be evaluated. In the case of multiple linear regressions that are conducted through PROCESS, multiple assumptions have to be tested. All predictors and outcome variables are continuous, therefore the applied variable types are valid. All predictors have a variance greater than 0. All observations are independent due to the randomly distributed participants in the main study. Collinearity checks have not uncovered any issues with the proposed control variables such as involvement in the product category. Therefore, the control variable can be used while diligently conducting this analysis. The Durbin-Watson score is always between 1 and 3 and therefore within the acceptable threshold. Homoscedasticity has been evaluated by checking the ZRESID against ZPRED plot. Due to the fact that no clear pattern is visible in any of the linear regressions, the assumption of homoscedasticity will be seen as valid. Lastly, normality of residuals was checked by evaluating the histogram and the P-P plot. Almost all P-P plots indicated non-normal distribution. However, since both groups are larger than 30, the central limit theorem allows the violation of normality to be disregarded in this application. To summarize, all assumptions were checked and the PROCESS model was conducted as proposed.

The PROCESS model is not significant (F(3, 303) = 1.7663, p = .1536) with an $R^2$ of .0172 for **attitude**. For **likelihood of purchase,** the model is significant (F(3, 303) = 3.6468, p = .0131) with an $R^2$ of .0348, however the interaction effect is not. Figure 6 illustrates that no distinct differences based on the variety of PBG & PBL in combination with variety seeking can be seen.

Due to the fact that no distinct effect is identifiable, $H_4$ has to be rejected.

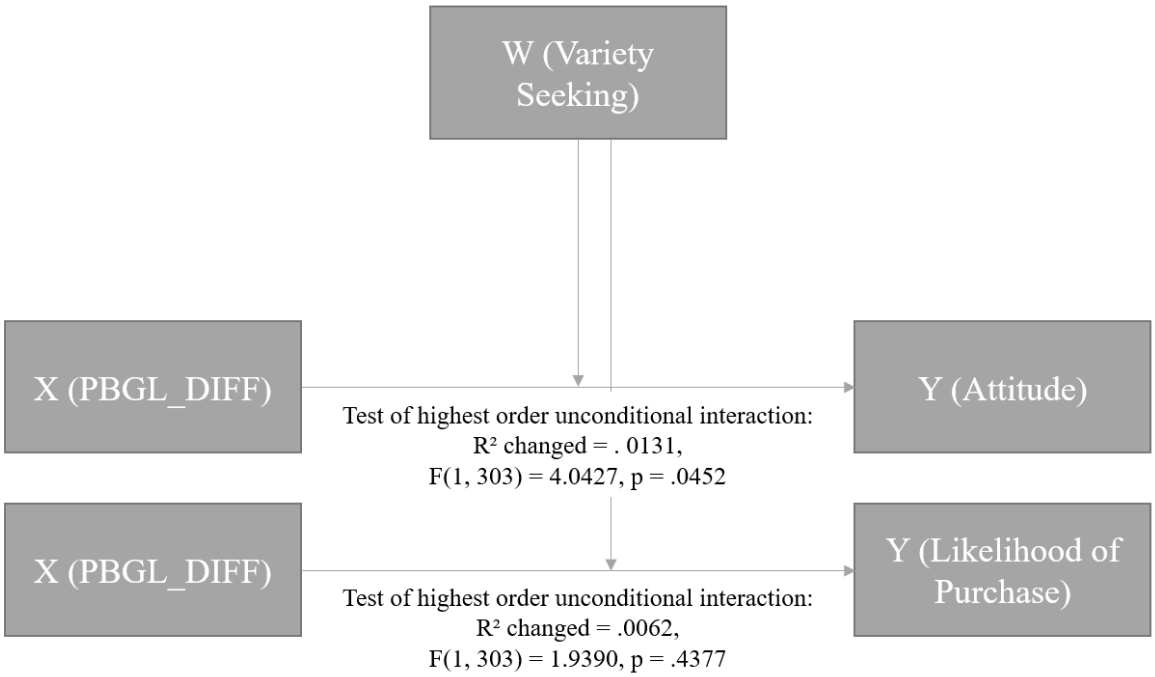


*Figure 6 - Variety seeking as a moderator*

### 5.2.6 Hypotheses $H_{5a}$ & $H_{5b}$ & $H_{5c}$ – Trust in the bundle

$H_{5a}$: Perceived brand localness positively influences brand trust, which positively influences attitude and likelihood of purchase.

$H_{5b}$: Perceived brand globalness positively influences brand trust, which positively influences attitude and likelihood of purchase.

$H_{5c}$: Perceived brand localness has a stronger effect on brand trust than perceived brand globalness.

These hypotheses focus on the fact that previous literature has examined a directionality of PBG & PBL to trust in the bundle and then attitude or likelihood of purchase.

To test these hypotheses, multiple PROCESS models are conducted. This time model 8 will be used as it allows to implement a mediator and a moderator simultaneously. The variables used will be X for PBG or PBL, Y for attitude or likelihood of purchase, M (mediator) for brand trust, and W (moderator) for the categorical grouping variable. Proposed control variables such as brand familiarity, knowledge of the product class, involvement in the product category are applied. Furthermore, the respective other notion (PBG or PBL) is applied as a covariate.

Before conducting the actual analysis, the statistical assumptions have to be evaluated. In the case of multiple linear regressions that will be conducted through PROCESS, multiple assumptions have to be tested. All predictors are either continuous or dichotomous. The dichotomy of the categorical variable will be provided through an implemented dummy-coding within PROCESS. The outcome variables are continuous therefore all of the applied variable types are valid. All predictors have more than zero variance. All observations are independent because of the randomly distributed participants in the main study. As stated above, all the suggested control variables will be used in conducting this analysis including PBG or PBL. The Durbin-Watson score always is between 1 and 3 and, therefore, within the acceptable threshold. Homoscedasticity has been evaluated by checking the ZRESID against ZPRED plot. Due to the fact that no clear pattern is visible in all linear regressions the assumption of homoscedasticity will be seen as valid. Lastly, normality of residuals will be checked by evaluating the histogram and the P-P plot. Almost all P-P plots show indications of non-normal distribution. However, because all groups are larger than 30 the central limit theorem allows to ignore the violation of normality in this application. To summarize, all assumptions are checked and the PROCESS model is conducted as proposed.

The results show a significant model for PBL to trust of the bundle ($F(13, 293) = 17.2718$, $p < .0001$) with an $R^2$ of .4339 and for trust to **attitude** ($F(14, 292) = 16.3003$, $p < .0001$) with an $R^2$ of .4387. The figure below shows the paths from the X variable to the Y variable. Furthermore, the index of moderated mediation is .0295 (BootSE .1018, BootLLCI -.1822, BootULCI .2177 for W1, .0569 (BootSE .0831, BootLLCI -.1181, BootULCI .2139) for W2, and .0885 (BootSE .0916, BootLLCI -.1052, BootULCI .2555) for W3. Figure 7 shows that PBL significantly influences trust, which significantly influences attitude. None of the other interactions, such as the group moderation W, are significant.

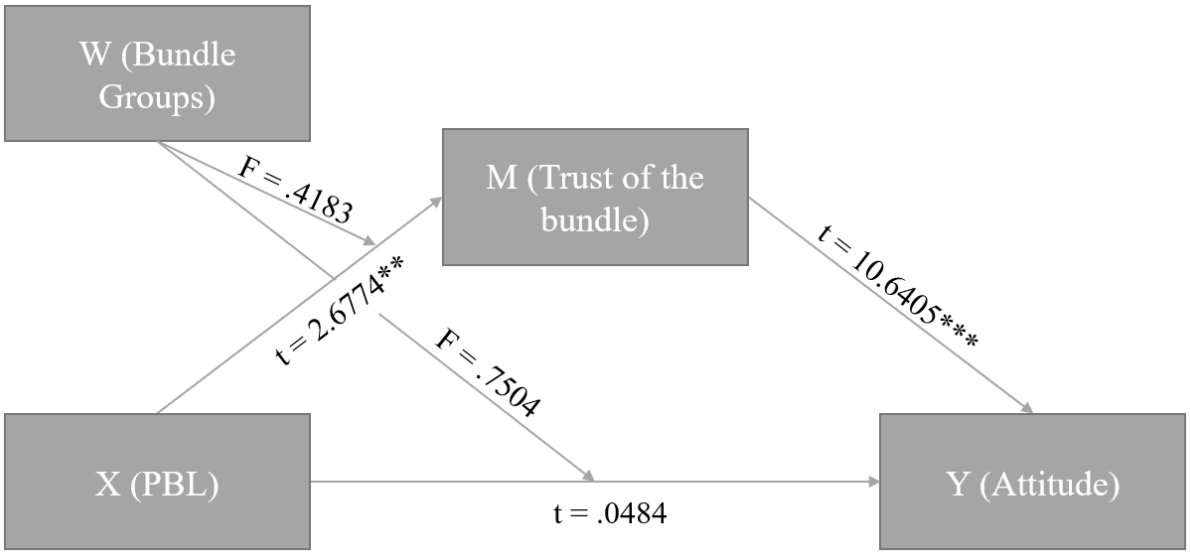


*Figure 7 - PBL > Trust > Attitude (mediation)*

The results show a significant model for PBL to trust of the bundle ($F(13, 293) = 17.2718$, $p < .0001$) with an $R^2$ of .4339 and for trust to **likelihood of purchase** ($F(14, 292) = 23.8431$, $p < .0001$) with an $R^2$ of .5334. The figure below shows the paths from the X variable to the Y variable. Furthermore, the index of moderated mediation is .0274 (BootSE .0951, BootLLCI -.1639, BootULCI .2110 for W1, .0530 (BootSE .0783, BootLLCI -.1021, BootULCI .2040) for W2, and .0823 (BootSE .0868, BootLLCI -.0967, BootULCI .2542) for W3. Figure 8 shows that PBL significantly influences trust, which significantly influences likelihood of purchase. None of the other interactions, such as the group moderation W, are significant.

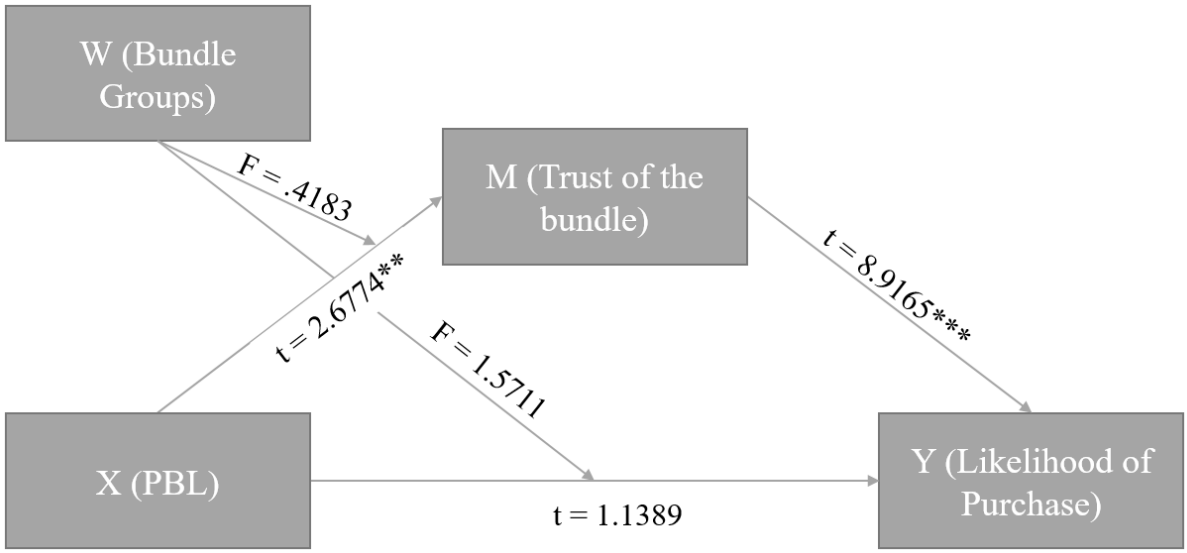


*Figure 8 - PBL > Trust > Likelihood of purchase (mediation)*

The results show a significant model for PBG to trust of the bundle ($F(13, 293) = 17.3819$, $p < .0001$) with an $R^2$ of .4354 and for trust to **attitude** ($F(14, 292) = 16.1428$, $p < .0001$) with an $R^2$ of .4363. The figure below shows the paths from the X variable to the Y variable. Furthermore, the index of moderated mediation is -.0867 (BootSE .0955, BootLLCI -.2726, BootULCI .1024 for W1, -.0648 (BootSE .0795, BootLLCI -.2272, BootULCI .0855) for W2, and -.1121 (BootSE .0926, BootLLCI -.2912, BootULCI .0707) for W3. Figure 9 shows that PBL significantly influences trust, which significantly influences attitude. None of the other interactions, such as the group moderation W, are significant.

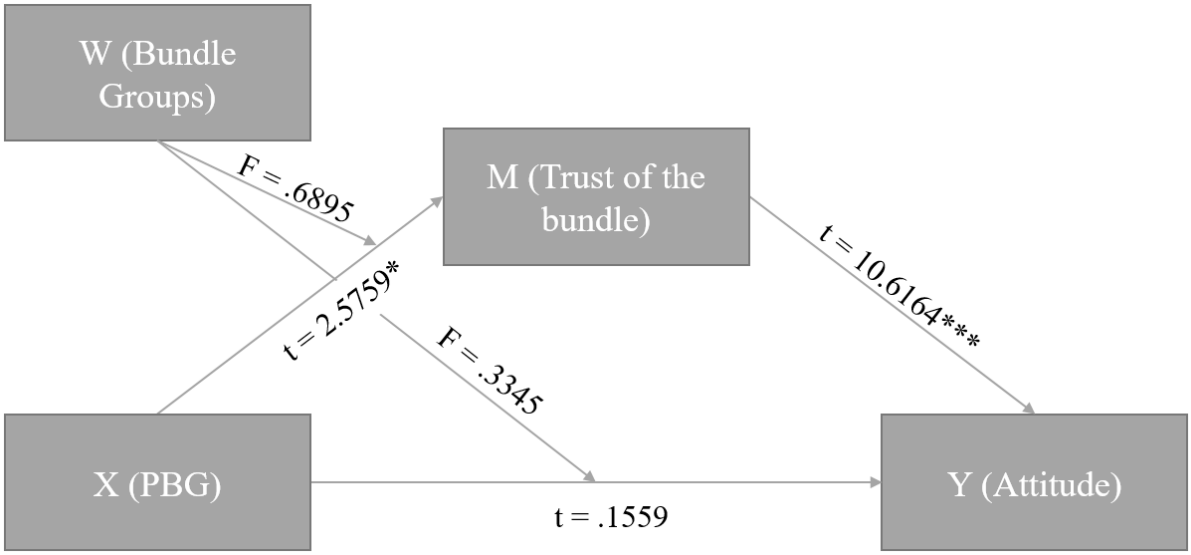


*Figure 9 - PBG > Trust > Attitude (mediation)*

The results show a significant model for PBG to trust of the bundle ($F(13, 293) = 17.3819$, $p < .0001$) with an $R^2$ of .4354 and for trust to **likelihood of purchase** ($F(14, 292) = 23.3983$, $p < .0001$) with an $R^2$ of .5287. The figure below shows the paths from the X variable to the Y variable. Furthermore, the index of moderated mediation is -.0808 (BootSE .0879, BootLLCI -.2548, BootULCI .0973 for W1, -.0604 (BootSE .0734, BootLLCI -.2074, BootULCI .0860) for W2, and -.1045 (BootSE .0839, BootLLCI -.2658, BootULCI .0607) for W3. Figure 10 shows that PBL significantly influences trust, which significantly influences likelihood of purchase. None of the other interactions, such as the group moderation W, are significant.

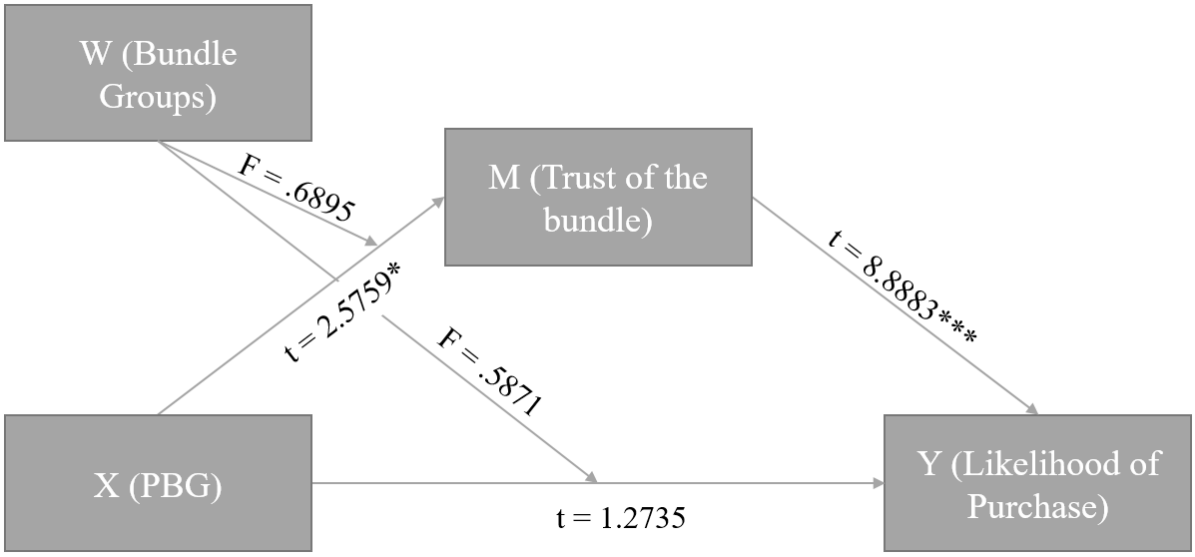


*Figure 10 - PBG > Trust > Likelihood of purchase (mediation)*

The coefficient for PBG was smaller than the coefficient for PBL in both processes. This indicates that PBL was always more important than PBG, even though both were significant.

To summarize, the hypothesized mediation models $H_{5a}$ & $H_{5b}$ are supported. Brand trust acted as a mediator of PBG & PBL in regard to attitude or likelihood of purchase for all bundle groups. Furthermore, $H_{5c}$ was found to be significant, which indicates that PBL has a higher influence on brand trust than PBG.

### 5.2.7 Hypotheses $H_{6a}$ & $H_{6b}$ $A_{1a}$ & $A_{1b}$ & $A_2$ – Brand credibility

$H_{6a}$: The perceived brand globalness positively correlates with the brand credibility of the bundle.

$H_{6b}$: The perceived brand localness positively correlates with the brand credibility of the bundle.

$A_{1a}$: Perceived brand globalness influences brand credibility, which has a direct effect on attitude and behavior of the consumer.

$A_{1b}$: Perceived brand localness influences brand credibility, which has a direct effect on attitude and behavior of the consumer.

$A_2$: Perceived brand globalness has a stronger effect on brand trust than perceived brand localness.

This hypothesis focuses on the fact that previous literature has indicated a correlation of brand credibility and PBG. Furthermore, it has been suggested that there might be a case of directionality similar to the brand trust of the bundle process.

To test these hypotheses multiple PROCESS models are conducted. Model 8 is used. The variables used will be X for PBG or PBL, Y for attitude or likelihood of purchase, M (mediator) for brand credibility, and W (moderator) for the categorical grouping variable. Proposed control variables such as brand familiarity, knowledge of the product class, involvement in the product category are applied. Furthermore, the respective other notion (PBG or PBL) is applied as a covariate.

Before doing the actual analysis, the statistical assumptions have to be evaluated. In the case of multiple linear regressions that will be conducted through PROCESS, multiple assumptions have to be tested. All predictors are either continuous or dichotomous. The dichotomy of the categorical variable will be provided through an implemented dummy-coding within PROCESS. The outcome variables are continuous; therefore, all the applied variable types are valid. All predictors have more than zero variance. All observations are independent because of the randomly distributed participants in the main study. As stated above, all the suggested control variables will used in the conducting of this analysis including PBG or PBL. The Durbin-Watson score always is between 1 and 3 and, therefore, within the acceptable threshold. Homoscedasticity has been evaluated by checking the ZRESID against ZPRED plot. Due to the fact that no clear pattern is visible in any of the linear regressions, the assumption of homoscedasticity will be seen as valid. Lastly, normality of residuals will be checked by

evaluating the histogram and the P-P plot. Almost all P-P plots show indications of non-normal distribution. However, because all groups are larger than 30, the central limit theorem allows the violation of normality to be disregarded in this application. To summarize, all assumptions were checked and the PROCESS model was conducted as proposed.

The results show a significant model for PBL to credibility of the bundle ($F(13, 293) = 16.1911$, $p < .0001$) with an $R^2$ of .4181 and for credibility to **attitude** ($F(14, 292) = 19.1919$, $p < .0001$) with an $R^2$ of .4792. The figure below shows the paths from the X variable to the Y variable. Furthermore, the index of moderated mediation is .0200 (BootSE .1033, BootLLCI -.1829, BootULCI .2250 for W1, .0393 (BootSE .0951, BootLLCI -.1471, BootULCI .2281) for W2, and .0684 (BootSE .1039, BootLLCI -.1347, BootULCI .2731) for W3. Figure 11 shows that PBL significantly influences credibility, which significantly influences attitude. None of the other interactions, such as the group moderation W, are significant.

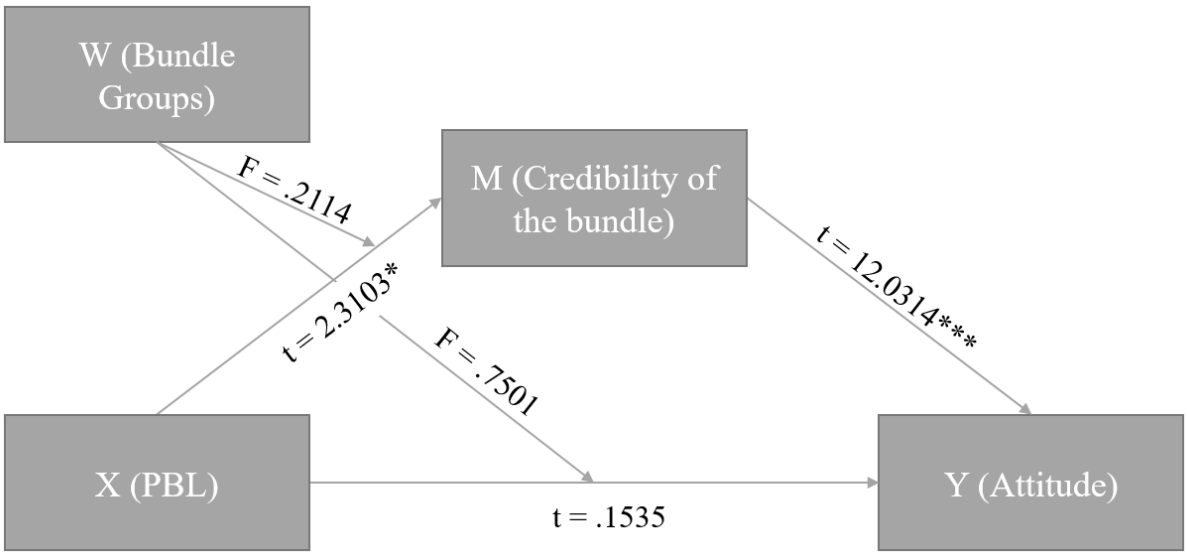


*Figure 11 - PBL > Credibility > Attitude (mediation)*

The results show a significant model for PBL to credibility of the bundle ($F(13, 293) = 16.1911$, $p < .0001$) with an $R^2$ of .4181 and for credibility to **likelihood of purchase** ($F(14, 292) = 22.8359$, $p < .0001$) with an $R^2$ of .5226. The figure below shows the paths from the X variable to the Y variable. Furthermore, the index of moderated mediation is .0163 (BootSE .0826, BootLLCI -.1516, BootULCI .1766 for W1, .0321 (BootSE .0776, BootLLCI -.1220, BootULCI .1877) for W2, and .0559 (BootSE .0841, BootLLCI -.1155, BootULCI .2214) for W3. Figure 12 shows that PBL significantly influences credibility, which significantly influences likelihood of purchase. None of the other interactions, such as the group moderation W, are significant.

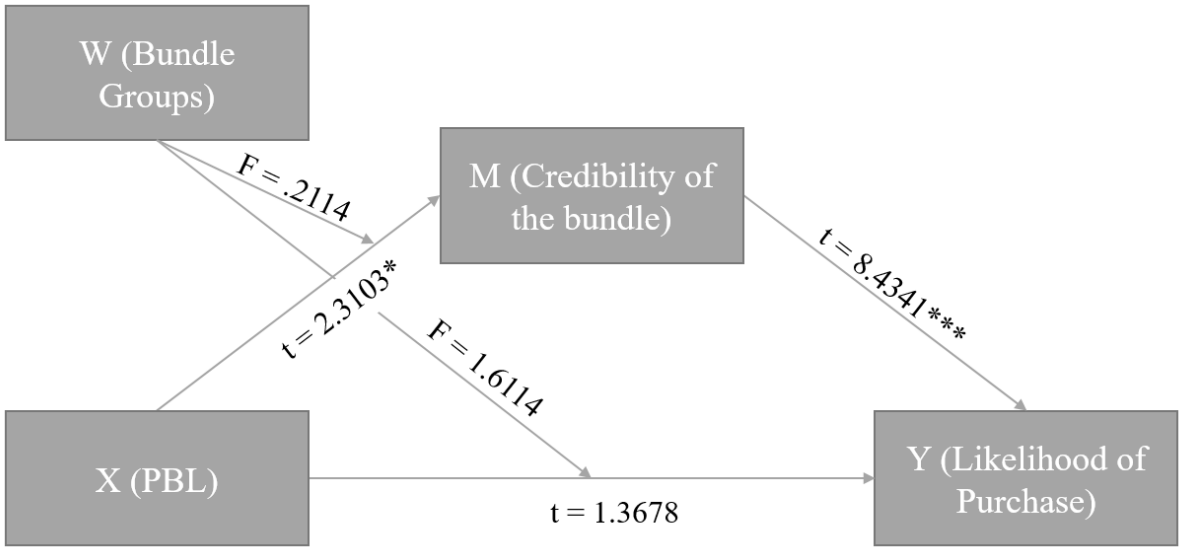


*Figure 12 - PBL > Credibility > Likelihood of purchase (mediation)*

The results show a significant model for PBG to credibility of the bundle ($F(13, 293) = 16.5371$, $p < .0001$) with an $R^2$ of .4232 and for credibility to **attitude** ($F(14, 292) = 19.2002$, $p < .0001$) with an $R^2$ of .4793. The figure below shows the paths from the X variable to the Y variable. Furthermore, the index of moderated mediation is -.0785 (BootSE .1056, BootLLCI -.2775, BootULCI .1349 for W1, -.0721 (BootSE .0920, BootLLCI -.2550, BootULCI .1130) for W2, and -.1618 (BootSE .1035, BootLLCI -.3664, BootULCI .0463) for W3. Figure 13 shows that PBL significantly influences credibility, which significantly influences attitude. None of the other interactions, such as the group moderation W, are significant.

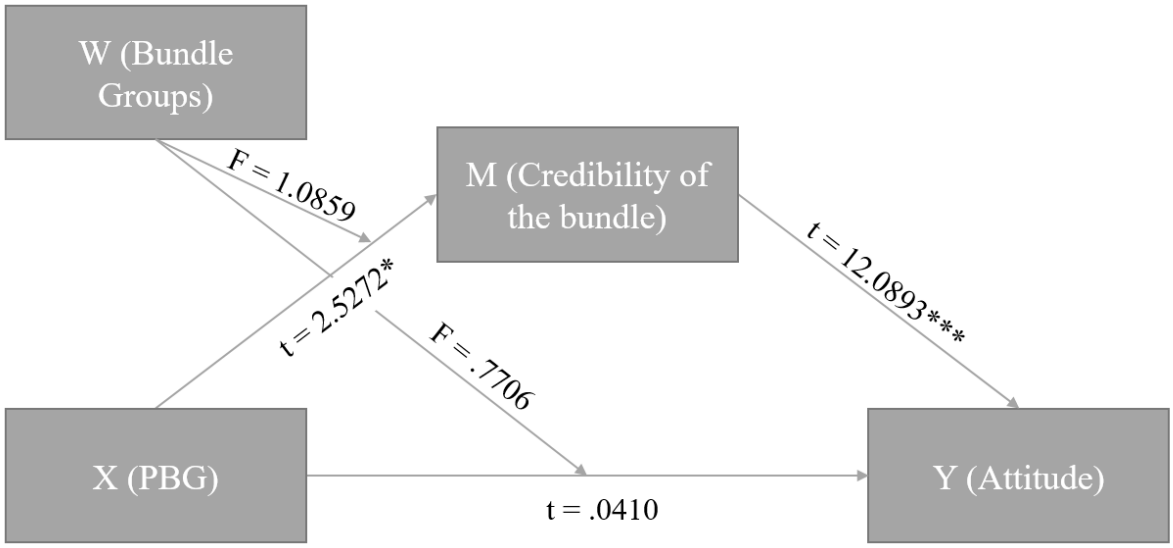


*Figure 13 - PBG > Credibility > Attitude (mediation)*

The results show a significant model for PBG to credibility of the bundle ($F(13, 293) = 16.5371$, $p < .0001$) with an $R^2$ of .4232 and for credibility to **likelihood of purchase** ($F(14, 292) = 22.3781$, $p < .0001$) with an $R^2$ of .5176. The figure below shows the paths from the X variable to the Y variable. Furthermore, the index of moderated mediation is -.0639 (BootSE .0844, BootLLCI -.2250, BootULCI .1043 for W1, -.0587 (BootSE .0748, BootLLCI -.2079, BootULCI .0871) for W2, and -.1317 (BootSE .0853, BootLLCI -.2982, BootULCI .0378) for W3. Figure 14 shows that PBL significantly influences credibility, which significantly influences likelihood of purchase. None of the other interactions, such as the group moderation W, are significant.

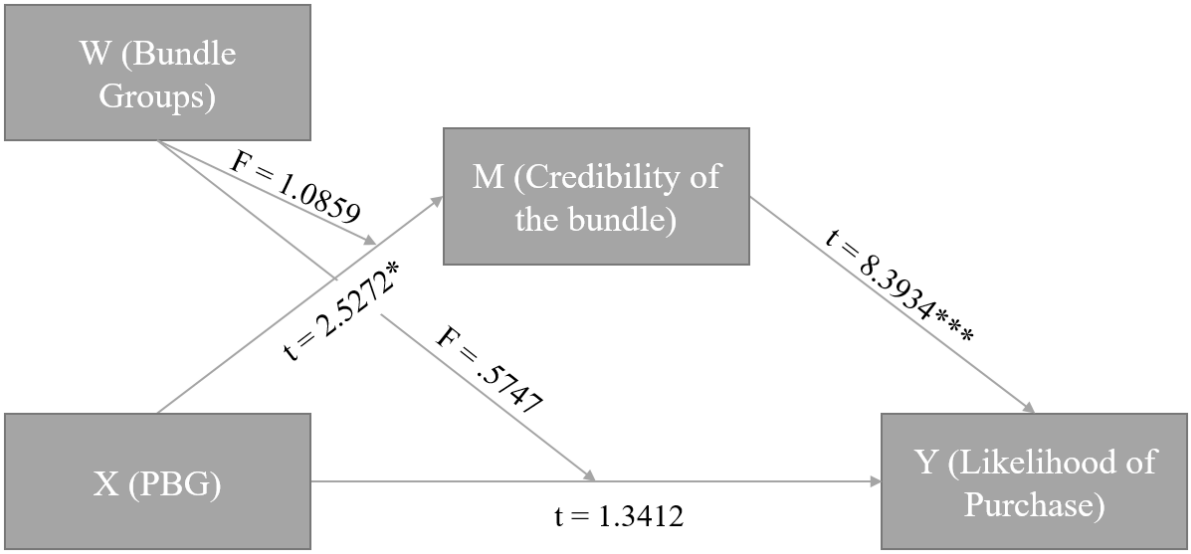


*Figure 14 - PBG > Credibility > Likelihood of purchase (mediation)*

The coefficient for the covariate PBG was smaller than the coefficient for PBL in both processes. This indicates that PBL is more important than PBG, even though both are significant.

To summarize, the hypothesized correlation of PBG & PBL to brand credibility $H_{6a}$ and $H_{6b}$ is supported. Furthermore, PBG & PBL also show a directional effect as assumed in $A_{1a}$ and $A_{1b}$. However, $A_2$ cannot be supported as the coefficients for PBG & PBL are very similar.

### 5.2.8 Hypotheses $H_7$ & $H_8$ – Global & local identity

$H_7$: Consumers with a global identity will prefer perceived global bundles over perceived local bundles.

$H_8$: Consumers with a local identity will prefer perceived local bundles over perceived global bundles.

These hypotheses focus on the effect of an alignment of the personal identity to the perceived notion of a product. It is expected that predominantly global participants will prefer global products while predominantly local participants will prefer local products.

During exploratory and preliminary analysis, it was found that 195 of 307 participants scored high (above the scale midpoint) on global and local identity at the same time. These 195 people, therefore, are not expected to show additional interest in global or local brands because they are capable of aligning their identity with either of the two notions. Conducting an analysis with the remaining 112 people does not provide enough people to do diligent testing in each of the groups (4 bundle groups split into local and global identity). To be more specific, none of the groups would provide a sample size above 30 if the groups are compared on a level of high and low global and local identity.

Unfortunately, this renders the testing of these hypotheses unreasonable. Because of this, $H_7$ and $H_8$ are undefined.

### 5.2.9 Further exploratory analysis

This section incorporates statistical analyses which have not been specifically hypothesized. The reason for this could be a lack of conclusive literature or a simple exploratory drive to get a better grasp of the obtained data.

*The first additional analysis* is an ANCOVA regarding perception of PBG & PBL. This ANCOVA tests whether a newly coded variable "PBGL Difference" shows any significant differences within the groups. This variable was coded by subtracting the values for PBL from PBG. Therefore, a value of 0 represents no global or local dominance. A negative value indicates local dominance and a positive value indicates global dominance.

All the assumptions comparable to the previous hypothesis testing have been checked and validated.

The results show a significant model ($F(3) = 12.655$, $p < .001$) and that all groups have a mean above 0 except for the local bundle (-.3045). Furthermore, significant differences could only be observed between global and local, global and mixed global, and global and mixed local. The difference between mixed global and local was pretty close, however not significant ($p = .058$). This is particularly interesting as the pre-test provided products that had significant within differences for each product. By testing the PBGL difference, it seems that PBG or the fact that products are being bundled together suppresses the development of PBL.

*The second additional analysis* intends to expand on the results of $H_2$. The hypothesis focused on the fact that PBL is expected to have a higher influence on attitude and likelihood of purchase than PBG. This was tested thoroughly for each group. However, a test for the whole sample has not been conducted yet. Therefore, this test aims to expand on $H_2$ by including a linear regression for the whole sample.

All the assumptions comparable to the previous hypothesis testing have been checked and validated.

The results show a significant model (Adjusted $R^2 = .877$, F Change = 1097.031, df1 = 2, df2 = 305, $p < .001$) for PBG & PBL to **attitude** of the bundle. As the coefficients are of main interest, we can see that the standardized beta of PBL (.542, $p < .001$) is larger than the standardized beta for PBG (.445, $p < .001$). This difference in the size of the standardized betas is even bigger for **likelihood of purchase** (PBL: .660, $p < .001$; PBG: .263, $p < .001$). This indicates that when all groups are aggregated and multiple variations of global and local

products are being tested at the same time, PBL has a higher influence on the attitude and likelihood of purchase than PBG.

*The third additional analysis* aims to expand the testing of $H_4$. This hypothesis postulated that variety seeking is expected to have a positive influence in the mixed grouping scenarios. To test this, a categorical variable was implemented to split the sample into mixed and pure bundles. This aggregated mixed global and mixed local against global and local. To further expand testing of this hypothesis, an individual test between global and mixed global (local and mixed local) will be carried out.

To conduct this, a similar process as explained in $H_4$ will be used with the extension of filtering out the two other groups.

All the assumptions comparable to the previous hypothesis testing have been checked and validated.

The results do not provide any additional information or insights in the level of variety seeking. Neither model is significant for attitude of the bundle and likelihood of purchase. Furthermore, variety seeking has no influence on any of those variables in any tested combination.

### 5.2.10 Influential cases & outliers

In the testing procedure of the hypotheses, multiple linear regressions have been investigated. To avoid unnecessary complexity in the description of the hypotheses testing, outliers and influential cases are not mentioned. However, multiple tests and checks are conducted within this study. There were some cases that scored above the tolerable threshold of 25 for Mahalanobis. However, in all occurrences, the Cook's difference did not surpass a value of 1. Furthermore, the regressions have also been conducted with the exclusion of the most extreme cases with regard to the Mahalanobis score. Nonetheless, no significant differences as regards the study results could be found. Because of this, no cases have been excluded in the context of the reported study results.

# 6. Discussion & conclusion

This chapter aims to discuss the results from the hypotheses testing to the current literature. Furthermore, it is intended to provide theoretical and managerial implications regarding the topic of PBG & PBL in product bundles. The results from the hypotheses will be briefly summarized and the theoretical implications and contributions in relation to literature discussed. Moreover, the managerial implications will be considered.

## 6.1 Summary of the hypotheses

The table below briefly summarizes the results from hypothesis testing (see table 7 for details). A large number of hypotheses are partially or fully supported. However, looking at the full table in greater detail, it can be seen that hypotheses regarding PBG as well as hypotheses regarding PBL were rejected. This is especially interesting as it points out unexpected behavior of the consumers with regard to both notions. The additional exploratory analysis which was conducted helps to underline these points.

| | Hypothesis | Content of the hypothesis | Result |
|---|---|---|---|
| Perceptual model | $H_{2a}$ | within-group comparison (PBG) | supported |
| | $H_{2b}$ | within-group comparison (PBL) | rejected |
| | $H_{2c}$ | between-group comparison (PBG) | supported |
| | $H_{2d}$ | between-group comparison (PBL) | rejected |
| Effect model | $H_3$ | effect size PBL > PBG | partially supported |
| | $H_{1a}$ | PBG positive on attitude | rejected |
| | $H_{1a}$ | PBG positive on likelihood of purchase | supported |
| | $H_{1b}$ | PBL positive on attitude | partially supported |
| | $H_{1b}$ | PBL positive on likelihood of purchase | supported |
| | $H_4$ | variety seeking in bundle comparisons | rejected |
| | $H_{5a}$ | PBL directionality of trust | supported |
| | $H_{5b}$ | PBG directionality of trust | supported |
| | $H_{5c}$ | influence PBL > PBG on trust | supported |
| | $H_{6a}$ | correlation of credibility and PBG | supported |
| | $H_{6b}$ | correlation of credibility and PBL | supported |
| | $A_{1a}$ | directionality of credibility PBG | supported |
| | $A_{1b}$ | directionality of credibility PBL | supported |
| | $A_2$ | influence PBG > PBL on credibility | unclear |
| | $H_7$ | local identity | not testable |
| | $H_8$ | global identity | not testable |

*Table 8 - Summary of hypotheses tests*

## 6.2 Theoretical implications

This section will discuss the results of the hypotheses by first focusing on the perceptual model and then moving on to the effect model.

The perceptual model of PBG & PBL shows that participants were able to differentiate between different levels of PBG between the groups. In addition, participants successfully perceived configurations with a majority of perceived global components as dominantly global bundles. With regard to PBL, however, participants did not significantly differentiate between the groups. This indicates that PBL did not score as high as during the pre-tests. Furthermore, bundle configurations of mainly dominant local brands were not successfully perceived as local bundles, rather were perceived as mixed bundles with equal levels of PBG & PBL.

The results show that a difference in perception of perceived globalness and perceived localness occurs in a bundling scenario. Literature indicates that perceived global brands emit worldwide availability, acceptance, and desirability (Steenkamp et al., 2003). Furthermore, authors have discussed that brands are typically expected to be dominant in one of the two notions (Davvetas & Diamantopoulos, 2018; Halkias et al., 2016; Winit et al., 2014). Literature also indicates that the brand equity of global brands is often superior to that of local brands (Meulenaer et al., 2015; Zou & Volz, 2010).

All these statements support the results of this study that showed that customers could grasp the PBG more easily than the PBL. It also makes sense from a logical perspective, as perceived local products try to cater to the need of local adaption, regionality and association with the local culture (Swoboda et al., 2012). It should be more difficult for a bundle of three different products and brands to produce an aligned symbolic association to the local culture. More precisely, this study supports the perceived localness of the bundles not being the sum of the individual components but a lower, more conservative score.

Perceived globalness on the other hand is a concept that might be easier to grasp for consumers. Three different products that are being bundled together might already indicate some level of availability especially when they do not all cater to the same local culture. Additionally, some bundles did not provide a significant difference between PBG & PBL, which could be a further indication for the difficulty of assigning domination to PBL in multi-product offerings. Of course, this study did not specifically investigate the cognitive level of perception of participants but focused on a more holistic picture in regard to PBG & PBL in product bundles. To summarize, the results show a distinct effect in favor of PBG regarding the perception of product bundles.

Taking the next step and proceeding to the effect model, participants put different values of perceived importance on PBG & PBL with regard to the bundle composition. PBG only had a significant effect on likelihood of purchase of the global group. In all other applications, PBG had no effect on attitude or behavior. PBL on the other hand had significant influence on attitude and behavior in all groups except for attitude of the global and mixed local groups. This indicates that PBG had practically no influence on the effect of the bundle. PBL even played a larger role in the global group, which provided the highest score of PBG and the lowest score of PBL.

This is surprising as participants did put lower scores on PBL in the bundles than in the pre-tested individual products. But at the same time, they showed a higher preference depending on the level of PBL. The fact that the attitude towards a bundle composed of purely global brands was neither influenced by PBG nor by PBL is also unexpected. Every brand contained certain values of both PBG & PBL. The strong difference or domination seems to have triggered a different basis of evaluation for attitude and likelihood of purchase. Summing up all the results until now we can see a very interesting picture:

- The bundle is not the sum of its parts in all attributes.
    - PBL of the bundle does not resemble the arithmetic mean of the bundle components.
    - PBG of the bundle approximately resembles the arithmetic mean of the bundle components.
- Participants were able to see and evaluate stronger differences in PBG than in PBL.
- Even though PBL could not be significantly differentiated between the groups, it plays a much greater role for the attitude and likelihood of purchase of the bundles.
- All bundles were either seen as primarily perceived global (global & mixed global groups) or as equally perceived global and local bundles (mixed local & local groups).
- PBG does not play a role in regard to attitude or behavior of the bundles (except for likelihood of purchase of the global group)

The relationship of PBG & PBL to attitude has been investigated in literature before. In particular, recent literature (Halkias et al., 2016) indicated that PBL has a higher effect on attitude and behavior of consumers. The results from this study support these findings. However, consumers failed to pick up on any significant differences in the levels of PBL. Therefore, it appears that PBG overshadows the perception of PBL. PBL, however, exerts a strong influence on attitude and behavior of customers. Literature does not indicate an effect like this and,

therefore, potential triggers can only be assumed. Looking at the numbers with regard to attitude, it seems as if consumers are unable to have the notion of PBL dominate over PBG in a multi-product offering. As the pre-test did not provide an equal amount of variation between PBG & PBL, it was expected to receive slightly lower levels for PBL in the main study. However, looking at the effects, the notion of PBL played a much greater role as regards attitude. This result is counter-intuitive and demands further testing. The fact that the mixed local bundle provided equal levels of PBG & PBL but both had no impact on attitude also raises further questions. Why don't consumers show an increased preference based on the nearly perfect balance of PBG & PBL? As stated above, consumers expect one of the two notions to dominate (Davvetas & Halkias, 2018). It might be possible that consumers cannot express their preference properly in the case of a nearly perfect balance.

The construct of variety seeking did not produce any significant results in regard to the posited hypotheses. However, this is still interesting because authors have agreed that further attribute-level investigations should be conducted (Ratner et al., 1999). This study included PBG & PBL as new attributes in relation to product bundling and variety seeking. It was successfully tested that a stronger difference between PBG & PBL does not play a role regarding this attribute. Thus, consumers have no increased preference based on variety seeking in relation to the difference between PBG & PBL.

The mediation tests for trust and credibility of the bundles were both successful. This expands the PBG & PBL theory by supporting findings from Xie et al. (2015) and adds credibility to this process. The results for trust were rather straight forward and successfully demonstrated that consumers pay much attention to the reliability of an offering or firm with regard to the entailing risk (Delgado-Ballester, 2004), which derives from PBG & PBL. Usually PBG & PBL focus on a single brand. A bundle in this study, however, is not single brand but a combination of three different brands with their own values and attributes. This indicates that consumers can still assign brand-specific values and attributes to different bundles.

The results for credibility are similar yet unexpected. It is true that a mediation from PBG & PBL to credibility to attitude and likelihood of purchase is significantly tested, however, PBL played a larger role in regard to credibility than expected. Literature indicates that trust and credibility are similar yet conceptually distinct constructs (Napoli et al., 2014), which allowed to the implementation of both constructs simultaneously. Furthermore, PBG literature (Davvetas & Diamantopoulos, 2016, 2018; Davvetas & Halkias, 2018; Özsomer, 2012; Özsomer & Altaras, 2008) indicates a strong connection between PBG and credibility. The

results show very similar coefficients for PBG & PBL, therefore no clear differentiation in favor of PBG can be made. Furthermore, the results show that both trust and credibility act as mediators for the constructs of PBG & PBL in a bundling scenario. This further increases the understanding of the influence of both notions on the attitude and behavior of consumers and helps to disentangle the effects.

Unfortunately, the results for global and local identity did not turn out to be applicable for meaningful testing. The sample of 307 participants had little variation in regard to global versus local identity. Therefore, measuring the difference between people who like global and local products does not make much sense. The number of participants who scored highly on only one of the two notions were not numerous enough to provide a testable sample size. The reason for this lack of variance could be the country being analyzed. As Austria is a relatively small country without a large number of global brands, consumers are forced to check and evaluate larger varieties. This could also affect the development of the global or local identity of consumers.

## 6.3 Managerial implications

Consumers in this study put more value on the perceived localness than on the perceived globalness of the product bundles. Nonetheless, they could not always successfully differentiate between all the different levels of PBG & PBL. The results showed a positive effect of mainly PBL on attitude and likelihood of purchase. To be more precise, PBG only played a role in regard to the likelihood of purchasing the global group.

This indicates that marketers and managers should not neglect the construct of PBG & PBL rather should emphasize the construct with its potential benefits. As PBL proves to be more impactful in regard to attitude and behavior, it might be of great interest to include local brands in potential product bundles. Drawing from the results of the mediation effects, trust and credibility of the whole bundle increased when PBG & PBL increased. This indicates that both notions have indirect effects on the development of attitude and likelihood of purchase of the bundles.

Furthermore, the results of this study might provide additional incentive to invest in the development of additional local brands. The most liked bundles in this study are the local ones. Especially for newer brands that have not yet been successfully positioned, it might be interesting to bundle them with strong local brands to give them a head start as regards attitude. With regard to potential brand alliances, it might also prove very lucrative for global brands to partner up with local brands in a bundling context.

The results of the global and mixed local group in regard to attitude are different compared to all the others, which is extraordinary and therefore of increased importance. Neither PBG nor PBL played a role in the development of attitude and behavior of these two bundles. Therefore, another mechanism might have overshadowed the effect of these constructs.

If marketers plan on increasing the attitude and likelihood of purchase, they should bundle local brands with the other respective brands. This should create a mixed offering which has higher levels of attitude. Or, they could develop bundles solely composed of primarily perceived local brands, which should provide the highest levels of attitude and likelihood of purchase.

The investigation in the construct of variety seeking has shown that PBG & PBL are not attributes that get affected by variety seeking. This indicates that a bundle being composed of large differences in PBG & PBL is not providing a larger variety than different bundles composed of three different brands. Therefore, if providing a large variety is the goal of an offering, PBG & PBL should not be the main focus.

# 7. Limitations and future research

The main research questions have been answered within the context of this thesis. However, some limitations have surfaced that provide ground for more in-depth investigation and potential future research.

A limitation in the scope of this study was the country of analysis. As Austria is a rather small country in Europe, it has a much different standing compared to larger countries such as the US, UK, or Germany. This also plays a role in regard to the evaluation of global and local brands. Austria as a small country has some global brands (Red Bull, Swarovski, KTM, etc.), however, the number of brands in each category is very limited. Therefore, Austrians might have a different expectation regarding PBG & PBL compared to other countries. This factor might also be connected to the fact that Austrians did not provide enough variety with regard to global and local identity. As a small country that is surrounded by mostly larger countries, the identification with global and local products might be blurred. It would be of great interest to investigate other countries and compare the results between countries of different sizes and states of development.

The pre-test exhibited sufficient but limited variation in the levels of PBL. This might have been triggered by the product category and the country being analyzed. For future investigation it might be attractive to evaluate different categories and aim for higher levels of PBL. As this study was the first to connect PBG & PBL to product bundling, a category was selected which provided a large basis of evaluation. In future tests, stronger products and brands might be interesting as they could heavily influence the perception of consumers. Something similar might have occurred in this study regarding the effect of PBG on attitude in the purely global bundle. In this specific bundle, neither PBG nor PBL had a significant influence on the attitude and behavior of the participants.

The number of items was based on the fact that the author intended to enforce asymmetry within each of the product bundles. Nonetheless, product bundles can also vary in the number of items. It is true that literature indicates that more items do not necessarily increase the perceptual value of a bundle, however, the option of bundling more products should not be omitted. Additionally, bundles can also be composed of only two products which follows a more balanced, or, 1 vs. 1 approach. Two products would be expected to demand even lower processing capabilities (Agarwal & Chatterjee, 2003) and should, therefore, be investigated and compared to the results of this study.

The use of a convenience sample which was obtained by conducting a snowball data technique has its downsides. Even though the author controlled for the duration of residence in Austria, the sample is not an optimal reflection of the Austrian population. First, the gender distribution was tilted in favor of female participants. This was unexpected but not too extreme; however, a more balanced sample should provide better insights. The reason for this might be the topic of investigation being body hygiene products. In addition, the age distribution also showed a small shift in favor of people around the author's age (mid-twenties). Due to the fact that the study has been promoted through the web, older participants from different age groups were much more difficult to reach. It would be beneficial for future research to have a more balanced age distribution in the respective country of analysis.

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# 9. Appendices

## Appendix A – Pre-Test #1

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Chair of International Marketing
Faculty of Business, Economics and Statistics
Oskar-Morgenstern-Platz 1, 1090, Wien

Study administration:
Dr. Georgios Halkias
Lorenz Bindhammer

This study is being conducted at the Chair of International Marketing of the University of Vienna. The research focuses on the individual perception of consumers regarding specific products. This study will only be used in a scientific purpose and will not be forwarded to any companies in any commercial interest.

Answering this questionnaire will take approximately 10-15 minutes.

**Please note the following:**

- This questionnaire aims to capture your personal opinion on products. Please circle the corresponding numbers from 1(low) to 7 (high) regarding the products and your personal opinion.
- There are no right or wrong answers.
- Please read the statements carefully before answering.
- This questionnaire is fully anonymized. No personal data will be given to any third parties.

Thank you for your participation!

Please circle the corresponding values that resonates best with your personal opinion. There are no wrong answers!

| |  |  |  |  |
|---|---|---|---|---|
| I like this brand | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| How familiar do you feel with this brand? | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| To me, this is a global brand | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| I do think consumers all over the world buy this brand | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| To me, this brand represents what Austria is all about | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| This brand is sold all over the world | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| To me, this brand is a symbol of Austria | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| I associate this brand with things that are Austrian | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| I believe this brand belongs to a: | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company |

Please circle the corresponding values that resonates best with your personal opinion. There are no wrong answers!

| |  |  |  |  |
|---|---|---|---|---|
| I like this brand | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| How familiar do you feel with this brand? | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| To me, this is a global brand | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| I do think consumers all over the world buy this brand | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| To me, this brand represents what Austria is all about | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| This brand is sold all over the world | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| To me, this brand is a symbol of Austria | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| I associate this brand with things that are Austrian | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| I believe this brand belongs to a: | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company |

Please circle the corresponding values that resonates best with your personal opinion. There are no wrong answers!

| |  |  |  |  |
|---|---|---|---|---|
| I like this brand | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| How familiar do you feel with this brand? | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| To me, this is a global brand | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| I do think consumers all over the world buy this brand | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| To me, this brand represents what Austria is all about | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| This brand is sold all over the world | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| To me, this brand is a symbol of Austria | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| I associate this brand with things that are Austrian | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree | Disagree 1 2 3 4 5 6 7 Agree |
| I believe this brand belongs to a: | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company |

4

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Chair of International Marketing
Faculty of Business, Economics and Statistics
Oskar-Morgenstern-Platz 1, 1090, Wien

Study administration:
Dr. Georgios Halkias
Lorenz Bindhammer

Sex:

| | |
|---|---|
| ☐ Male | ☐ Female |

Age:

_____

Nationality:

| | |
|---|---|
| ☐ Austria | ☐ Other: _____<br>For how long have you been living in Austria? _____ |

Thank you for your participation in this study!

## Appendix B – Pre-Test #2

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Chair of International Marketing
Faculty of Business, Economics and Statistics
Oskar-Morgenstern-Platz 1, 1090, Wien

Study administration:
Dr. Georgios Halkias
Lorenz Bindhammer

This study is being conducted at the Chair of International Marketing of the University of Vienna. The research focuses on the individual perception of consumers regarding specific products. This study will only be used in a scientific purpose and will not be forwarded to any companies in any commercial interest.

Die Beantwortung der Fragen wird etwa 10-15 Minuten Ihrer Zeit in Anspruch nehmen.

**Please note the following:**

- This questionnaire aims to capture your personal opinion on products. Please circle the corresponding numbers from 1(fully disagree) to 7 (fully agree) regarding the products and your personal opinion.
- There are no right or wrong answers.
- Please read the statements carefully before answering.
- This questionnaire is fully anonymized. No personal data will be given to any third parties.

Thank you for your participation!

| |  |  |
|---|---|---|
| Please state to what extent you *agree or disagree* with the following statements in regards to the **brand.** | Fully disagree … Fully agree | Fully disagree … Fully agree |
| I like this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I am familiar with this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this is a global brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do believe this brand is being sold all over the world. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to be a part of the Austrian culture. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this brand tries to be a symbol of the local market. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I associate this brand with things that are Austrian | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think that this brand tries to represent what Austria stands for. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to build a connection to Austrian consumers. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I believe this brand belongs to a: | Austrian Company … Foreign Company<br>1 2 3 4 5 6 7 | Austrian Company … Foreign Company<br>1 2 3 4 5 6 7 |

2

| |  |  |
|---|---|---|
| Please state to what extent you *agree or disagree* with the following statements in regards to the **brand.** | Fully disagree 1 2 3 4 5 6 7 Fully agree | Fully disagree 1 2 3 4 5 6 7 Fully agree |
| I like this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I am familiar with this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this is a global brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do believe this brand is being sold all over the world. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to be a part of the Austrian culture. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this brand tries to be a symbol of the local market. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I associate this brand with things that are Austrian | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think that this brand tries to represent what Austria stands for. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to build a connection to Austrian consumers. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I believe this brand belongs to a: | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company |

| |  |  |
|---|---|---|
| Please state to what extent you *agree or disagree* with the following statements in regards to the **brand.** | Fully disagree 1 2 3 4 5 6 7 Fully agree | Fully disagree 1 2 3 4 5 6 7 Fully agree |
| I like this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I am familiar with this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this is a global brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do believe this brand is being sold all over the world. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to be a part of the Austrian culture. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this brand tries to be a symbol of the local market. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I associate this brand with things that are Austrian | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think that this brand tries to represent what Austria stands for. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to build a connection to Austrian consumers. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I believe this brand belongs to a: | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company |

| |  |  |
|---|---|---|
| Please state to what extent you *agree or disagree* with the following statements in regards to the **brand.** | Fully disagree 1 2 3 4 5 6 7 Fully agree | Fully disagree 1 2 3 4 5 6 7 Fully agree |
| I like this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I am familiar with this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this is a global brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do believe this brand is being sold all over the world. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to be a part of the Austrian culture. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this brand tries to be a symbol of the local market. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I associate this brand with things that are Austrian | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think that this brand tries to represent what Austria stands for. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to build a connection to Austrian consumers. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I believe this brand belongs to a: | Austrian Company 1 2 3 4 5 6 7 Foreign Company | Austrian Company 1 2 3 4 5 6 7 Foreign Company |

| |  |  |
|---|---|---|
| Please state to what extent you *agree or disagree* with the following statements in regards to the **brand.** | Fully disagree — Fully agree | Fully disagree — Fully agree |
| I like this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I am familiar with this brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this is a global brand. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do believe this brand is being sold all over the world. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think consumers all over the world buy this brand | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to be a part of the Austrian culture. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| To me, this brand tries to be a symbol of the local market. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I associate this brand with things that are Austrian | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think that this brand tries to represent what Austria stands for. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I do think this brand tries to build a connection to Austrian consumers. | 1 2 3 4 5 6 7 | 1 2 3 4 5 6 7 |
| I believe this brand belongs to a: | Austrian Company — Foreign Company<br>1 2 3 4 5 6 7 | Austrian Company — Foreign Company<br>1 2 3 4 5 6 7 |

universität wien

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Oskar-Morgenstern-Platz 1, 1090, Wien

Study administration:
Dr. Georgios Halkias
Lorenz Bindhammer

Sex:

| | |
|---|---|
| ☐ Male | ☐ Female |

Age:

_____

Nationality:

| | |
|---|---|
| ☐ Austria | ☐ Other: _____<br>For how long have you been living in Austria? _____ |

Thank you for your participation in this study!

# Appendix C – Main-study questionnaire (conceptual representation)

**Task Ia: Bundle Attitude** adapted from Halkias, Davvetas and Diamantopoulos (2016)

I like this bundle.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This is a good bundle.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

My opinion about this bundle is negative. *

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Task Ib-d: Brand Attitude** adapted from Halkias, Davvetas and Diamantopoulos (2016)

For each component of the bundle:

I like this brand.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This is a good brand.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

My opinion about this brand is positive.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Task II: Likelihood of Purchase Putrevu and Lord (1994)

I will likely buy this bundle.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

The probability that I would consider buying this bundle is high.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I am willing to buy this bundle.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Task III: PBG & PBL adapted from Halkias et al. (2016) and Steenkamp et al. (2003))

This bundle is composed of global brands.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Consumers all around the world can buy this bundle.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle is sold globally.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I associate this bundle with the global market.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle tries to be part of the Austrian culture.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle tries to be a symbol of the local market

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle is associated with things that are Austrian.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle tries to represent what Austria stands for.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle tries to connect with Austrian consumers.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Task IV: Importance / Anchoring** control variable based on Simonin & Ruth (1995)

Rate the importance of component #1 of the bundle

| Very unimportant | | | | | | Very important |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Rate the importance of component #2 of the bundle

| Very unimportant | | | | | | Very important |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Rate the importance of component #3 of the bundle

| Very unimportant | | | | | | Very important |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Task V: Brand Familiarity** control variable adapted from Davvetas & Diamantopoulos (2016); Halkias et al. (2016)

For each of the components of the bundle:

I am very familiar with this brand.

| Strongly disagree | | | | | | Strongly agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

How familiar do you feel with this brand?

| Not familiar at all | | | | | | Highly familiar |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Task VI: Variety Seeking** adapted from Van Trijp & Steenkamp (1996)

I would rather stick with a brand I usually buy than try something I am not very sure of.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

When I go to a store. I feel it is safer to buy the products I am familiar with.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

If I like a brand, I rarely switch from it just to try something different.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I am very cautious in trying new or different products.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

If products are available in a number of different types, I tend to buy the same type.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I enjoy taking chances in buying unfamiliar brands just to get some variety in my purchases.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Task VII: Bundle credibility adapted from Kirmani, 1997

I think this bundle is trustworthy.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I think this bundle is competent.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I think this bundle is honest.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I have high confidence in the quality of this bundle.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Task VIII: Bundle Trust** adapted from Napoli et al. (2013); Delgado-Ballester (2004)

This bundle meets my expectations.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I feel confidence in this bundle.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle will never disappoint me.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle guarantees satisfaction.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle would be honest and sincere in addressing my concerns.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I could rely on this bundle to solve the problem.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle would make any effort to satisfy me.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

This bundle would compensate me in some way for the problem with the products.

| Completely disagree | | | | | | Completely agree |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Task IX: (In)Congruity** control variable adapted from Halkias & Kokkinaki (2017)

To what extent do you find the combination of the products in the bundle to be (un)expected?

| Very unexpected | | | | | | Very expected |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

To what extent to you find the combination of the products in the bundle to be (ir)relevant?

| Very irrelevant | | | | | | Very relevant |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

How much do you think the products in the bundle fit together?

| Very weak fit | | | | | | Very strong fit |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Task X: Glocal Identity** Tu, Khare and Zhang (2011)

My heart mostly belongs to the whole world.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I believe people should be made more aware of how connected we are to the rest of the world.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I identify that I am a global citizen.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I care about knowing global events.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

My heart mostly belongs to my local community.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I respect my local traditions.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I identify that I am a local citizen.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I care about knowing local events.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Task XI: Product Class Involvement** control variable adapted from Laurent and Kapferer (1985)

Body hygiene products are very important to me.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

For me, body hygiene products do not matter.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I have a strong interest in body hygiene products.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Task XII: Knowledge of the product class** (control variable adapted from Chang (2004)

I know a lot about body hygiene products.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I would consider myself an expert in the terms of my knowledge of body hygiene products.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I know more about body hygiene products than my friends do.

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I usually pay a lot of attention to information about body hygiene products

| Not at all true of me | | | | | | Very true of me |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Task XIII: Recognition Test control variable based on fluency adapted from Winkielman et al. (2003)

4 different bundle combinations are shown on screen. The speed of recognition is measured by the website.

| Please select the bundle you saw on the first page of this questionnaire. |
|---|

## Task XIV: Demographics

| Gender: | |
|---|---|
| Female | male |

| Age: |
|---|
| |

| Nationality: |
|---|
| |

| [IF NOT AUSTRIAN] How long have you been living in Austria? |
|---|
| |

# Appendix D – SPSS outputs

## Paired Sample T Test – Bundle Grouping = Global

*Paired Samples Statistics*[a]

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Pair 1 | PBG of the Bundle | 4,8867 | 75 | 1,45617 | ,16814 |
| | PBL of the Bundle | 3,0160 | 75 | 1,32411 | ,15289 |

a. Bundle Grouping = Global

*Paired Samples Test*[a]

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference Lower | Upper | | | |
| Pair 1 | PBG of the Bundle - PBL of the Bundle | 1,87067 | 2,20098 | ,25415 | 1,36427 | 2,37707 | 7,361 | 74 | ,000 |

a. Bundle Grouping = Global

*Tests of Normality*[a]

| | Kolmogorov-Smirnov[b] | | | Shapiro-Wilk | | |
|---|---|---|---|---|---|---|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| PBG of the Bundle | ,131 | 75 | ,003 | ,927 | 75 | ,000 |
| PBL of the Bundle | ,093 | 75 | ,181 | ,963 | 75 | ,028 |

a. Bundle Grouping = Global

b. Lilliefors Significance Correction

*Descriptives*[a]

| | | Statistic | Std. Error |
|---|---|---|---|
| PBG of the Bundle | Skewness | -,797 | ,277 |
| | Kurtosis | -,048 | ,548 |
| PBL of the Bundle | Skewness | ,444 | ,277 |
| | Kurtosis | -,274 | ,548 |

a. Bundle Grouping = Global

## Paired Sample T Test – Bundle Grouping = Mixed Global

*Paired Samples Statistics*[a]

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Pair 1 | PBG of the Bundle | 3,9315 | 73 | 1,47565 | ,17271 |
| | PBL of the Bundle | 3,2384 | 73 | 1,53827 | ,18004 |

a. Bundle Grouping = MixedGlobal

*Paired Samples Test*[a]

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference Lower | Upper | | | |
| Pair 1 | PBG of the Bundle - PBL of the Bundle | ,69315 | 2,46946 | ,28903 | ,11698 | 1,26932 | 2,398 | 72 | ,019 |

a. Bundle Grouping = MixedGlobal

*Tests of Normality*[a]

| | Kolmogorov-Smirnov[b] | | | Shapiro-Wilk | | |
|---|---|---|---|---|---|---|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| PBG of the Bundle | ,081 | 73 | ,200* | ,978 | 73 | ,234 |
| PBL of the Bundle | ,110 | 73 | ,030 | ,937 | 73 | ,001 |

*. This is a lower bound of the true significance.

a. Bundle Grouping = MixedGlobal

b. Lilliefors Significance Correction

*Descriptives*[a]

| | | Statistic | Std. Error |
|---|---|---|---|
| PBG of the Bundle | Skewness | ,022 | ,281 |
| | Kurtosis | -,472 | ,555 |
| PBL of the Bundle | Skewness | ,708 | ,281 |
| | Kurtosis | -,213 | ,555 |

a. Bundle Grouping = MixedGlobal

## Paired Sample T Test – Bundle Grouping = Mixed Local

*Paired Samples Statistics*[a]

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Pair 1 | PBG of the Bundle | 3,4846 | 81 | 1,60339 | ,17815 |
| | PBL of the Bundle | 3,4395 | 81 | 1,73678 | ,19298 |

a. Bundle Grouping = MixedLocal

*Paired Samples Test*[a]

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference Lower | Upper | | | |
| Pair 1 | PBG of the Bundle - PBL of the Bundle | ,04506 | 2,43358 | ,27040 | -,49305 | ,58317 | ,167 | 80 | ,868 |

a. Bundle Grouping = MixedLocal

*Tests of Normality*[a]

| | Kolmogorov-Smirnov[b] | | | Shapiro-Wilk | | |
|---|---|---|---|---|---|---|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| PBG of the Bundle | ,125 | 81 | ,003 | ,955 | 81 | ,006 |
| PBL of the Bundle | ,118 | 81 | ,007 | ,943 | 81 | ,001 |

a. Bundle Grouping = MixedLocal

b. Lilliefors Significance Correction

*Descriptives*[a]

| | | Statistic | Std. Error |
|---|---|---|---|
| PBG of the Bundle | Skewness | ,432 | ,267 |
| | Kurtosis | -,773 | ,529 |
| PBL of the Bundle | Skewness | ,403 | ,267 |
| | Kurtosis | -,814 | ,529 |

a. Bundle Grouping = MixedLocal

## Paired Sample T Test – Bundle Grouping = Local

*Paired Samples Statistics*[a]

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Pair 1 | PBG of the Bundle | 3,2468 | 78 | 1,40644 | ,15925 |
| | PBL of the Bundle | 3,5513 | 78 | 1,49812 | ,16963 |

a. Bundle Grouping = Local

*Paired Samples Test*[a]

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference Lower | Upper | | | |
| Pair 1 | PBG of the Bundle - PBL of the Bundle | -,30449 | 2,29016 | ,25931 | -,82084 | ,21186 | -1,174 | 77 | ,244 |

a. Bundle Grouping = Local

*Tests of Normality*[a]

| | Kolmogorov-Smirnov[b] | | | Shapiro-Wilk | | |
|---|---|---|---|---|---|---|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| PBG of the Bundle | ,140 | 78 | ,001 | ,952 | 78 | ,005 |
| PBL of the Bundle | ,083 | 78 | ,200* | ,962 | 78 | ,021 |

*. This is a lower bound of the true significance.

a. Bundle Grouping = Local

b. Lilliefors Significance Correction

*Descriptives*[a]

| | | Statistic | Std. Error |
|---|---|---|---|
| PBG of the Bundle | Skewness | ,681 | ,272 |
| | Kurtosis | -,075 | ,538 |
| PBL of the Bundle | Skewness | ,464 | ,272 |
| | Kurtosis | -,419 | ,538 |

a. Bundle Grouping = Local

## One-Way ANCOVA

## DV = PBG of the bundle

*Descriptive Statistics*

Dependent Variable: PBG of the Bundle

| Bundle Grouping | Mean | Std. Deviation | N |
|---|---|---|---|
| Global | 4,8867 | 1,45617 | 75 |
| MixedGlobal | 3,9315 | 1,47565 | 73 |
| MixedLocal | 3,4846 | 1,60339 | 81 |
| Local | 3,2468 | 1,40644 | 78 |
| Total | 3,8730 | 1,60859 | 307 |

*Levene's Test of Equality of Error Variances[a]*

Dependent Variable: PBG of the Bundle

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 1,261 | 3 | 303 | ,288 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + GLO_IDEN + Bun_Ty

*Tests of Between-Subjects Effects*

Dependent Variable: PBG of the Bundle

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 142,329[a] | 4 | 35,582 | 16,546 | ,000 | ,180 |
| Intercept | 144,129 | 1 | 144,129 | 67,019 | ,000 | ,182 |
| GLO_IDEN | 22,207 | 1 | 22,207 | 10,326 | ,001 | ,033 |
| Bun_Ty | 126,242 | 3 | 42,081 | 19,567 | ,000 | ,163 |
| Error | 649,467 | 302 | 2,151 | | | |
| Total | 5396,750 | 307 | | | | |
| Corrected Total | 791,796 | 306 | | | | |

a. R Squared = ,180 (Adjusted R Squared = ,169)

*Parameter Estimates*

Dependent Variable: PBG of the Bundle

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound | |
| Intercept | 2,165 | ,375 | 5,765 | ,000 | 1,426 | 2,904 | ,099 |
| GLO_IDEN | ,205 | ,064 | 3,213 | ,001 | ,080 | ,331 | ,033 |
| [Bun_Ty=0] | 1,681 | ,238 | 7,079 | ,000 | 1,214 | 2,149 | ,142 |
| [Bun_Ty=1] | ,687 | ,239 | 2,878 | ,004 | ,217 | 1,157 | ,027 |
| [Bun_Ty=2] | ,235 | ,233 | 1,009 | ,314 | -,223 | ,693 | ,003 |
| [Bun_Ty=3] | 0 | . | . | . | . | . | . |

DV = PBL of the bundle

*Descriptive Statistics*

Dependent Variable: PBL of the Bundle

| Bundle Grouping | | Statistic | Bootstrap[a] Bias | Bootstrap[a] Std. Error | Bootstrap[a] BCa 95% Confidence Interval Lower | Bootstrap[a] BCa 95% Confidence Interval Upper |
|---|---|---|---|---|---|---|
| Global | Mean | 3,0160 | -,0081 | ,1542 | 2,7338 | 3,2953 |
| | Std. Deviation | 1,32411 | -,01304 | ,10059 | 1,14869 | 1,47745 |
| | N | 75 | 0 | 7 | 62 | 88 |
| MixedGlobal | Mean | 3,2384 | -,0017 | ,1845 | 2,8976 | 3,5948 |
| | Std. Deviation | 1,53827 | -,01360 | ,12142 | 1,29432 | 1,73506 |
| | N | 73 | -1 | 7 | 61 | 84 |
| MixedLocal | Mean | 3,4395 | ,0016 | ,1960 | 3,0735 | 3,8205 |
| | Std. Deviation | 1,73678 | -,01408 | ,10676 | 1,52571 | 1,90111 |
| | N | 81 | 0 | 8 | 67 | 96 |
| Local | Mean | 3,5513 | -,0009 | ,1661 | 3,2182 | 3,8772 |
| | Std. Deviation | 1,49812 | -,01393 | ,10588 | 1,29357 | 1,66362 |
| | N | 78 | 0 | 8 | 64 | 93 |
| Total | Mean | 3,3166 | -,0016 | ,0892 | 3,1521 | 3,4881 |
| | Std. Deviation | 1,54135 | -,00253 | ,05610 | 1,43182 | 1,64807 |
| | N | 307 | 0 | 2 | 304 | 309 |

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

*Levene's Test of Equality of Error Variances[a]*

Dependent Variable: PBL of the Bundle

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 2,754 | 3 | 303 | ,043 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + LOC_IDEN + Bun_Ty

*Tests of Between-Subjects Effects*

Dependent Variable: PBL of the Bundle

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 14,921[a] | 4 | 3,730 | 1,582 | ,179 | ,021 |
| Intercept | 158,882 | 1 | 158,882 | 67,385 | ,000 | ,182 |
| LOC_IDEN | 2,178 | 1 | 2,178 | ,924 | ,337 | ,003 |
| Bun_Ty | 13,436 | 3 | 4,479 | 1,899 | ,130 | ,019 |
| Error | 712,064 | 302 | 2,358 | | | |
| Total | 4103,960 | 307 | | | | |
| Corrected Total | 726,985 | 306 | | | | |

a. R Squared = ,021 (Adjusted R Squared = ,008)

*Parameter Estimates*

Dependent Variable: PBL of the Bundle

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval | | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound | |
| Intercept | 3,214 | ,392 | 8,200 | ,000 | 2,442 | 3,985 | ,182 |
| LOC_IDEN | ,066 | ,069 | ,961 | ,337 | -,070 | ,203 | ,003 |
| [Bun_Ty=0] | -,552 | ,249 | -2,216 | ,027 | -1,041 | -,062 | ,016 |
| [Bun_Ty=1] | -,303 | ,250 | -1,210 | ,227 | -,795 | ,190 | ,005 |
| [Bun_Ty=2] | -,106 | ,244 | -,436 | ,663 | -,586 | ,373 | ,001 |
| [Bun_Ty=3] | 0 | . | . | . | . | . | . |

*Bootstrap for Parameter Estimates*

Dependent Variable: PBL of the Bundle

| Parameter | B | Bootstrap[a] | | | | |
|---|---|---|---|---|---|---|
| | | Bias | Std. Error | Sig. (2-tailed) | BCa 95% Confidence Interval | |
| | | | | | Lower | Upper |
| Intercept | 3,214 | ,001 | ,437 | ,001 | 2,347 | 4,041 |
| LOC_IDEN | ,066 | -,001 | ,076 | ,407 | -,078 | ,219 |
| [Bun_Ty=0] | -,552 | -,007 | ,228 | ,015 | -,978 | -,108 |
| [Bun_Ty=1] | -,303 | ,001 | ,249 | ,224 | -,795 | ,186 |
| [Bun_Ty=2] | -,106 | ,004 | ,255 | ,655 | -,597 | ,407 |
| [Bun_Ty=3] | 0 | 0 | 0 | | . | . |

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

# Linear Regressions

## DV Attitude – Bundle Grouping = Global

*Model Summary*[a,c]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,401[b] | ,161 | ,073 | 1,49887 | ,161 | 1,832 | 7 | 67 | ,095 | 1,975 |

a. Bundle Grouping = Global

b. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Knowledge of the Product Class, Sum PBL of the Bundle, Sum Involvement in the Product Class, Sum Familiarity of Brand1, Sum Familiarity of Brand2

c. Dependent Variable: Sum Bundle Attitude

*ANOVA*[a,b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 28,804 | 7 | 4,115 | 1,832 | ,095[c] |
| | Residual | 150,523 | 67 | 2,247 | | |
| | Total | 179,327 | 74 | | | |

a. Bundle Grouping = Global

b. Dependent Variable: Sum Bundle Attitude

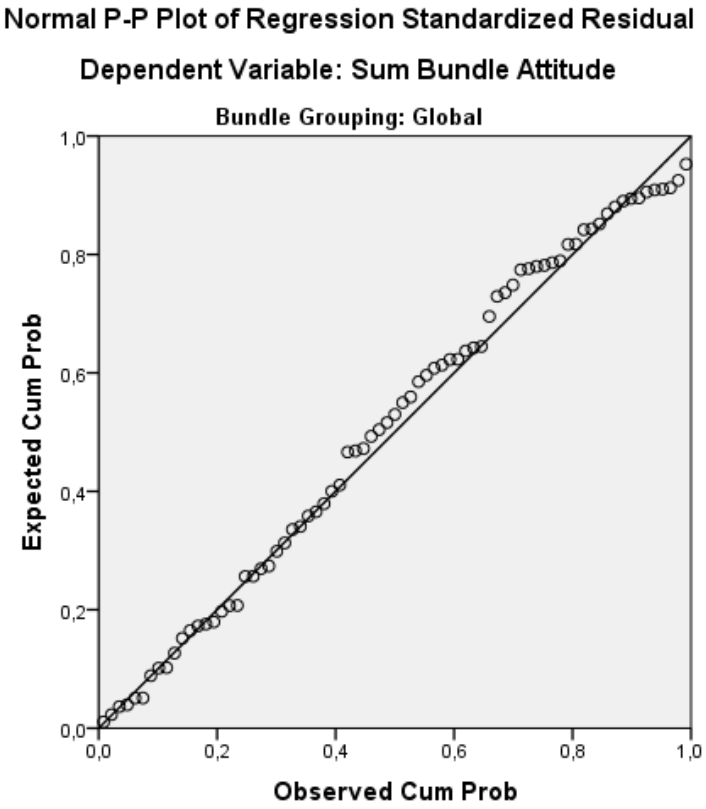
c. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Knowledge of the Product Class, Sum PBL of the Bundle, Sum Involvement in the Product Class, Sum Familiarity of Brand1, Sum Familiarity of Brand2

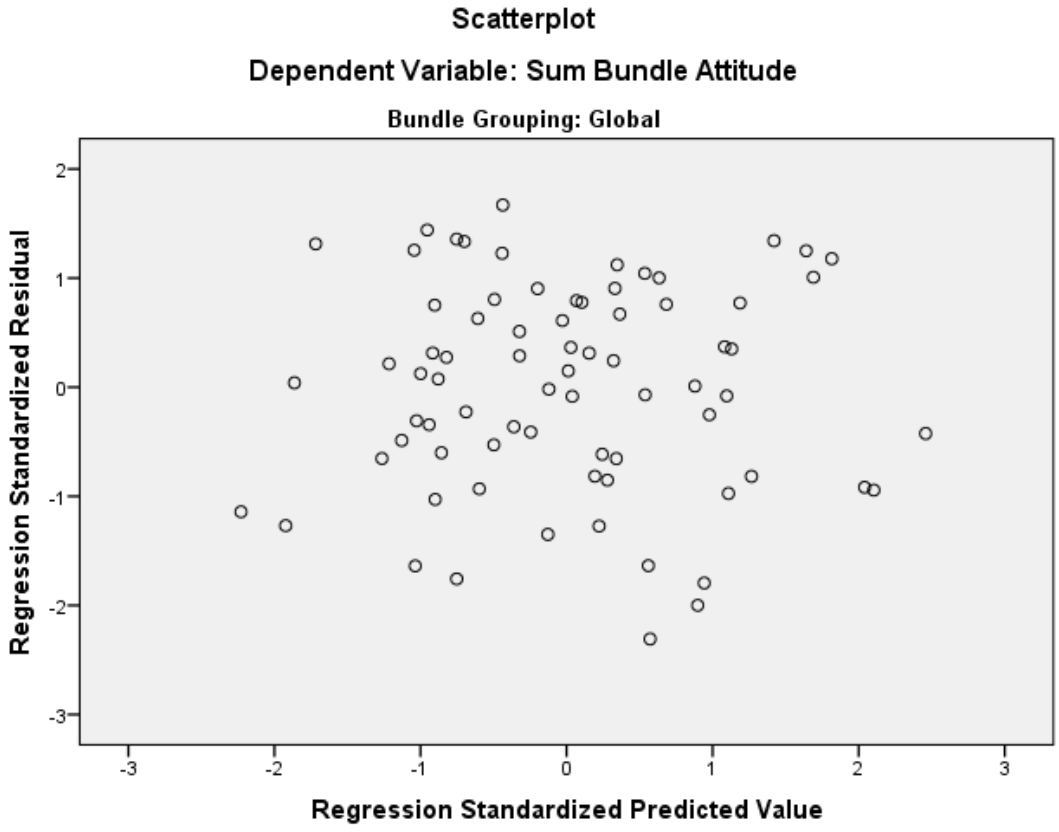
*Coefficients*[a,b]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 1,723 | 1,130 | | 1,524 | ,132 | | | | | |
| | Sum Knowledge of the Product Class | -,082 | ,129 | -,085 | -,632 | ,529 | ,041 | -,077 | -,071 | ,694 | 1,442 |
| | Sum Involvement in the Product Class | ,023 | ,143 | ,021 | ,157 | ,875 | ,052 | ,019 | ,018 | ,701 | 1,426 |
| | Sum PBG of the Bundle | ,161 | ,135 | ,150 | 1,188 | ,239 | ,173 | ,144 | ,133 | ,783 | 1,278 |
| | Sum PBL of the Bundle | ,185 | ,146 | ,157 | 1,265 | ,210 | ,145 | ,153 | ,142 | ,811 | 1,233 |
| | Sum Familiarity of Brand1 | ,157 | ,135 | ,185 | 1,163 | ,249 | ,321 | ,141 | ,130 | ,493 | 2,030 |
| | Sum Familiarity of Brand2 | ,117 | ,137 | ,142 | ,858 | ,394 | ,319 | ,104 | ,096 | ,456 | 2,194 |
| | Sum Familiarity of Brand3 | ,030 | ,142 | ,037 | ,213 | ,832 | ,250 | ,026 | ,024 | ,408 | 2,452 |

a. Bundle Grouping = Global

b. Dependent Variable: Sum Bundle Attitude


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Sum Bundle Attitude
Bundle Grouping: Global
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0


Scatterplot
Dependent Variable: Sum Bundle Attitude
Bundle Grouping: Global
Regression Standardized Residual
Regression Standardized Predicted Value
-3
-2
-1
0
1
2
3

## DV Attitude – Bundle Grouping = Mixed Global

*Model Summary*[a,c]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,474[b] | ,225 | ,142 | 1,39152 | ,225 | 2,697 | 7 | 65 | ,016 | 1,658 |

a. Bundle Grouping = MixedGlobal

b. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Knowledge of the Product Class, Sum Familiarity of Brand2, Sum PBL of the Bundle, Sum Familiarity of Brand1, Sum Involvement in the Product Class

c. Dependent Variable: Sum Bundle Attitude

*ANOVA*[a,b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 36,555 | 7 | 5,222 | 2,697 | ,016[c] |
| | Residual | 125,862 | 65 | 1,936 | | |
| | Total | 162,417 | 72 | | | |

a. Bundle Grouping = MixedGlobal

b. Dependent Variable: Sum Bundle Attitude

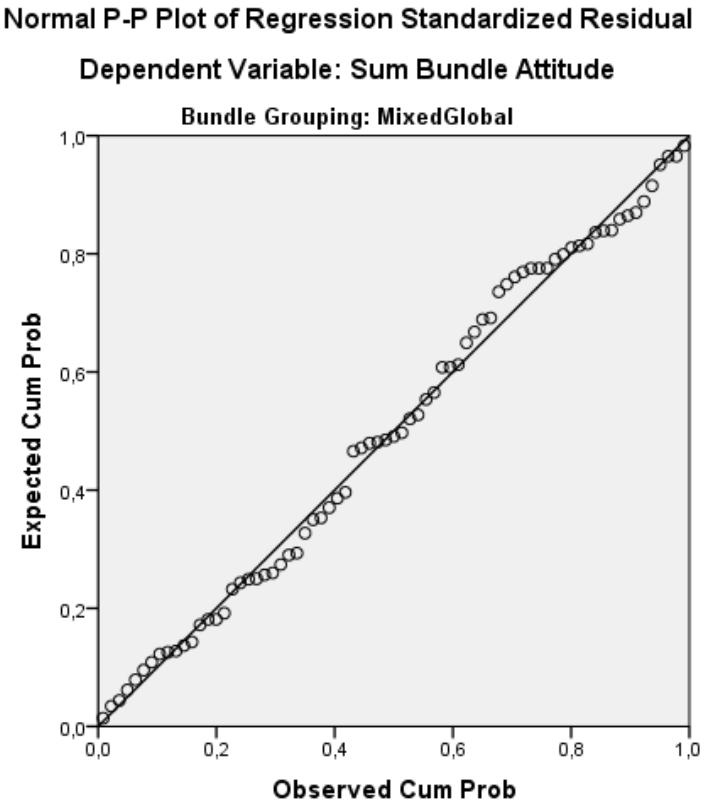
c. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Knowledge of the Product Class, Sum Familiarity of Brand2, Sum PBL of the Bundle, Sum Familiarity of Brand1, Sum Involvement in the Product Class

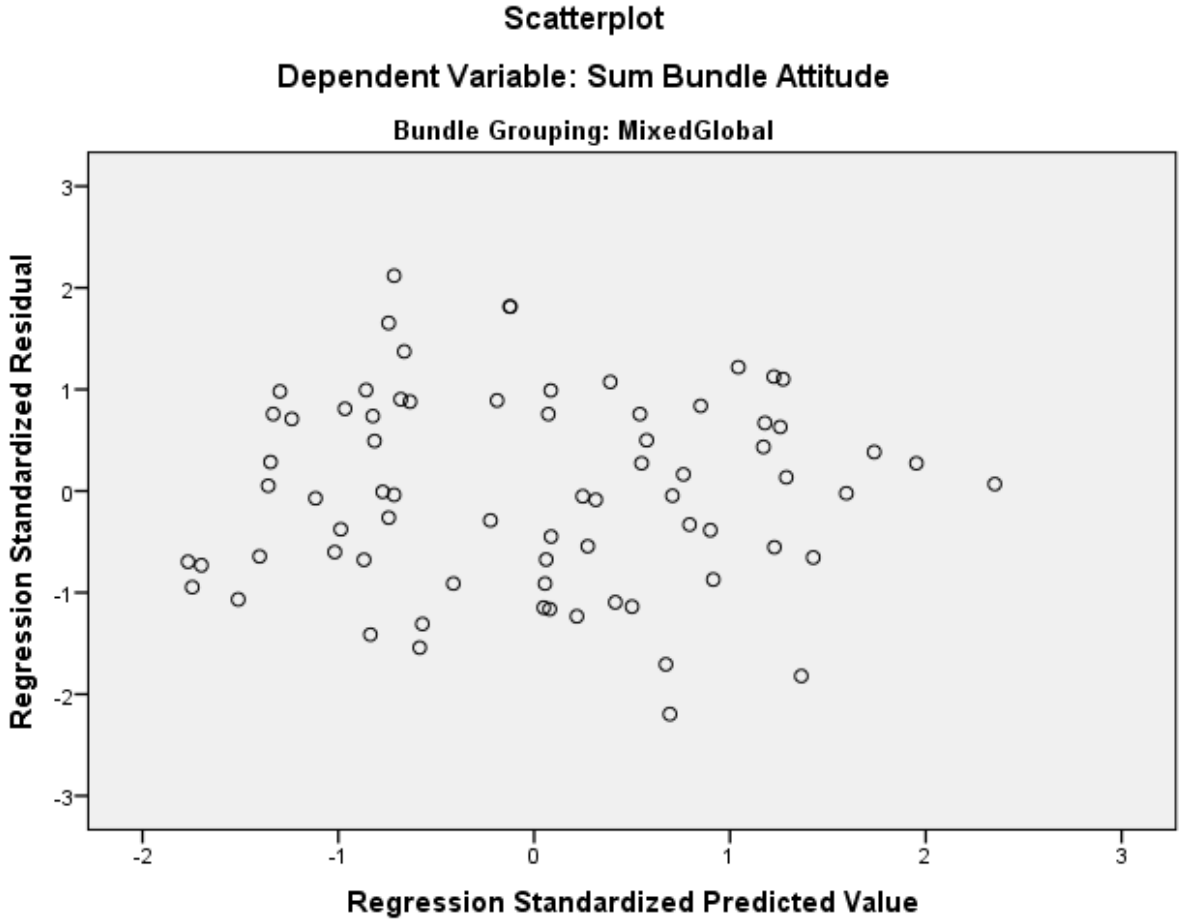
*Coefficients*[a,b]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 1,969 | ,998 | | 1,972 | ,053 | | | | | |
| | Sum Knowledge of the Product Class | -,371 | ,145 | -,341 | -2,561 | ,013 | -,058 | -,303 | -,280 | ,672 | 1,488 |
| | Sum Involvement in the Product Class | ,294 | ,150 | ,255 | 1,955 | ,055 | ,190 | ,236 | ,213 | ,700 | 1,428 |
| | Sum PBG of the Bundle | ,057 | ,121 | ,056 | ,473 | ,638 | -,003 | ,059 | ,052 | ,845 | 1,184 |
| | Sum PBL of the Bundle | ,276 | ,121 | ,283 | 2,282 | ,026 | ,262 | ,272 | ,249 | ,777 | 1,287 |
| | Sum Familiarity of Brand1 | ,153 | ,104 | ,187 | 1,473 | ,146 | ,247 | ,180 | ,161 | ,740 | 1,351 |
| | Sum Familiarity of Brand2 | ,147 | ,104 | ,168 | 1,408 | ,164 | ,254 | ,172 | ,154 | ,836 | 1,196 |
| | Sum Familiarity of Brand3 | -,046 | ,120 | -,047 | -,383 | ,703 | ,121 | -,047 | -,042 | ,806 | 1,241 |

a. Bundle Grouping = MixedGlobal

b. Dependent Variable: Sum Bundle Attitude


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Sum Bundle Attitude
Bundle Grouping: MixedGlobal
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0


Scatterplot
Dependent Variable: Sum Bundle Attitude
Bundle Grouping: MixedGlobal
Regression Standardized Residual
Regression Standardized Predicted Value
-3
-2
-1
0
1
2
3

## DV Attitude – Bundle Grouping = Mixed Local

*Model Summary*[a,c]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,404[b] | ,163 | ,083 | 1,39736 | ,163 | 2,038 | 7 | 73 | ,062 | 1,750 |

a. Bundle Grouping = MixedLocal

b. Predictors: (Constant), Sum Familiarity of Brand3, Sum Familiarity of Brand2, Sum PBG of the Bundle, Sum PBL of the Bundle, Sum Knowledge of the Product Class, Sum Familiarity of Brand1, Sum Involvement in the Product Class

c. Dependent Variable: Sum Bundle Attitude

*ANOVA*[a,b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 27,855 | 7 | 3,979 | 2,038 | ,062[c] |
| | Residual | 142,540 | 73 | 1,953 | | |
| | Total | 170,395 | 80 | | | |

a. Bundle Grouping = MixedLocal

b. Dependent Variable: Sum Bundle Attitude

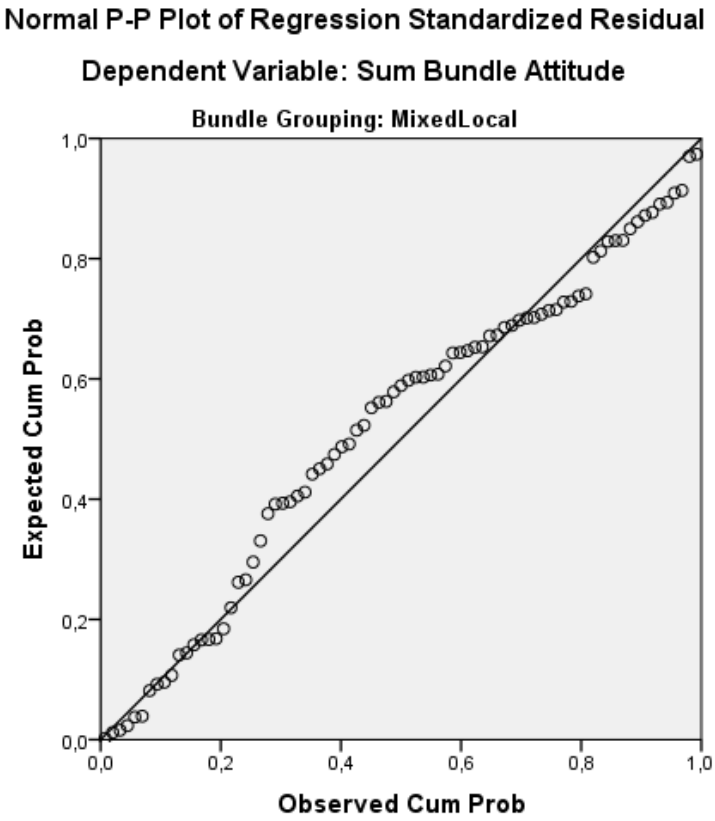
c. Predictors: (Constant), Sum Familiarity of Brand3, Sum Familiarity of Brand2, Sum PBG of the Bundle, Sum PBL of the Bundle, Sum Knowledge of the Product Class, Sum Familiarity of Brand1, Sum Involvement in the Product Class

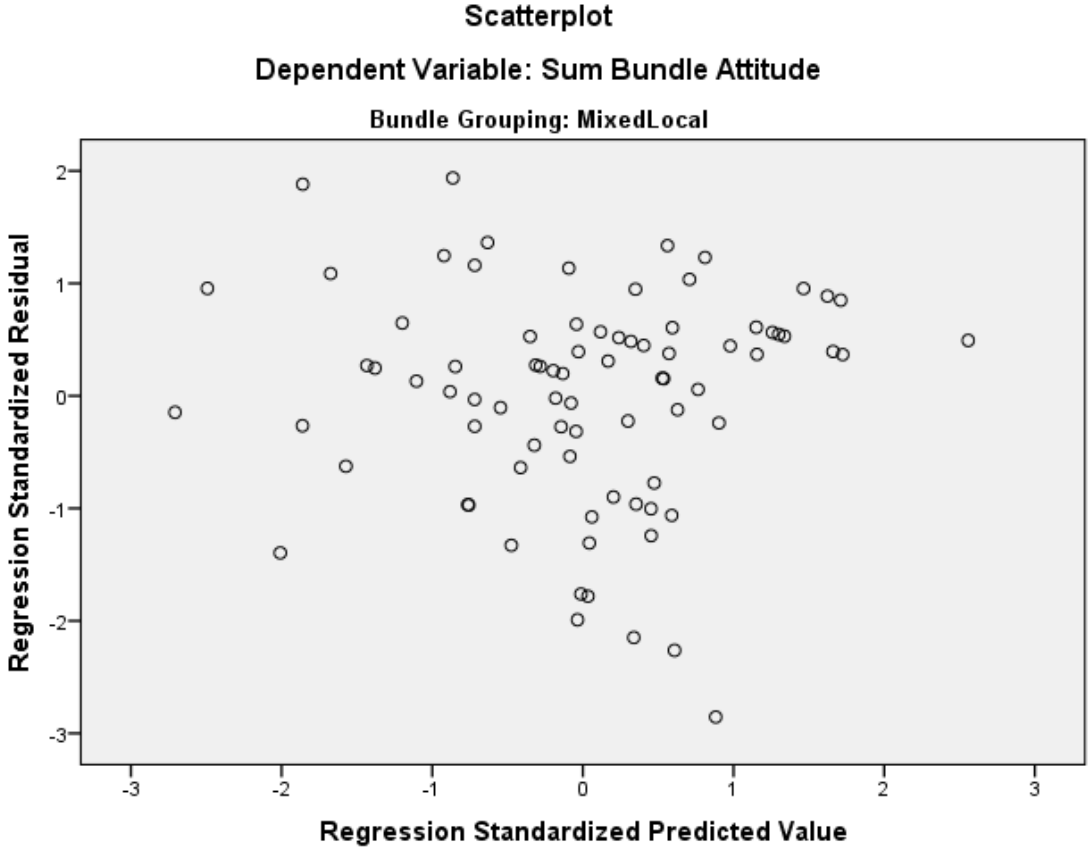
*Coefficients*[a,b]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 2,679 | ,867 | | 3,091 | ,003 | | | | | |
| | Sum Knowledge of the Product Class | -,045 | ,154 | -,040 | -,295 | ,769 | ,118 | -,035 | -,032 | ,617 | 1,621 |
| | Sum Involvement in the Product Class | -,003 | ,170 | -,003 | -,020 | ,984 | ,152 | -,002 | -,002 | ,586 | 1,705 |
| | Sum PBG of the Bundle | ,103 | ,102 | ,114 | 1,015 | ,314 | ,113 | ,118 | ,109 | ,914 | 1,094 |
| | Sum PBL of the Bundle | ,109 | ,097 | ,129 | 1,120 | ,266 | ,229 | ,130 | ,120 | ,861 | 1,161 |
| | Sum Familiarity of Brand1 | ,066 | ,096 | ,089 | ,689 | ,493 | ,263 | ,080 | ,074 | ,692 | 1,446 |
| | Sum Familiarity of Brand2 | ,128 | ,095 | ,164 | 1,348 | ,182 | ,202 | ,156 | ,144 | ,776 | 1,288 |
| | Sum Familiarity of Brand3 | ,162 | ,095 | ,220 | 1,694 | ,095 | ,317 | ,194 | ,181 | ,679 | 1,473 |

a. Bundle Grouping = MixedLocal

b. Dependent Variable: Sum Bundle Attitude


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Sum Bundle Attitude
Bundle Grouping: MixedLocal
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0


Scatterplot
Dependent Variable: Sum Bundle Attitude
Bundle Grouping: MixedLocal
Regression Standardized Residual
Regression Standardized Predicted Value
-3
-2
-1
0
1
2
3

## DV Attitude – Bundle Grouping = Local

*Model Summary*[a,c]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,578[b] | ,334 | ,267 | 1,18203 | ,334 | 5,011 | 7 | 70 | ,000 | 1,973 |

a. Bundle Grouping = Local

b. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Involvement in the Product Class, Sum Familiarity of Brand2, Sum PBL of the Bundle, Sum Familiarity of Brand1, Sum Knowledge of the Product Class

c. Dependent Variable: Sum Bundle Attitude

*ANOVA*[a,b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 49,011 | 7 | 7,002 | 5,011 | ,000[c] |
| | Residual | 97,804 | 70 | 1,397 | | |
| | Total | 146,815 | 77 | | | |

a. Bundle Grouping = Local

b. Dependent Variable: Sum Bundle Attitude

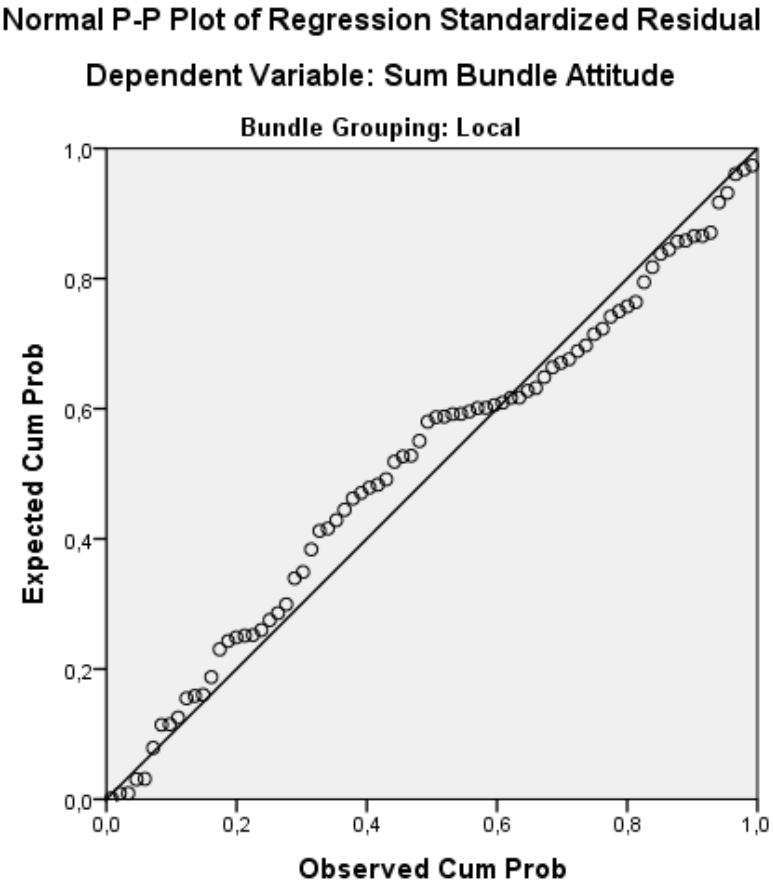
c. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Involvement in the Product Class, Sum Familiarity of Brand2, Sum PBL of the Bundle, Sum Familiarity of Brand1, Sum Knowledge of the Product Class

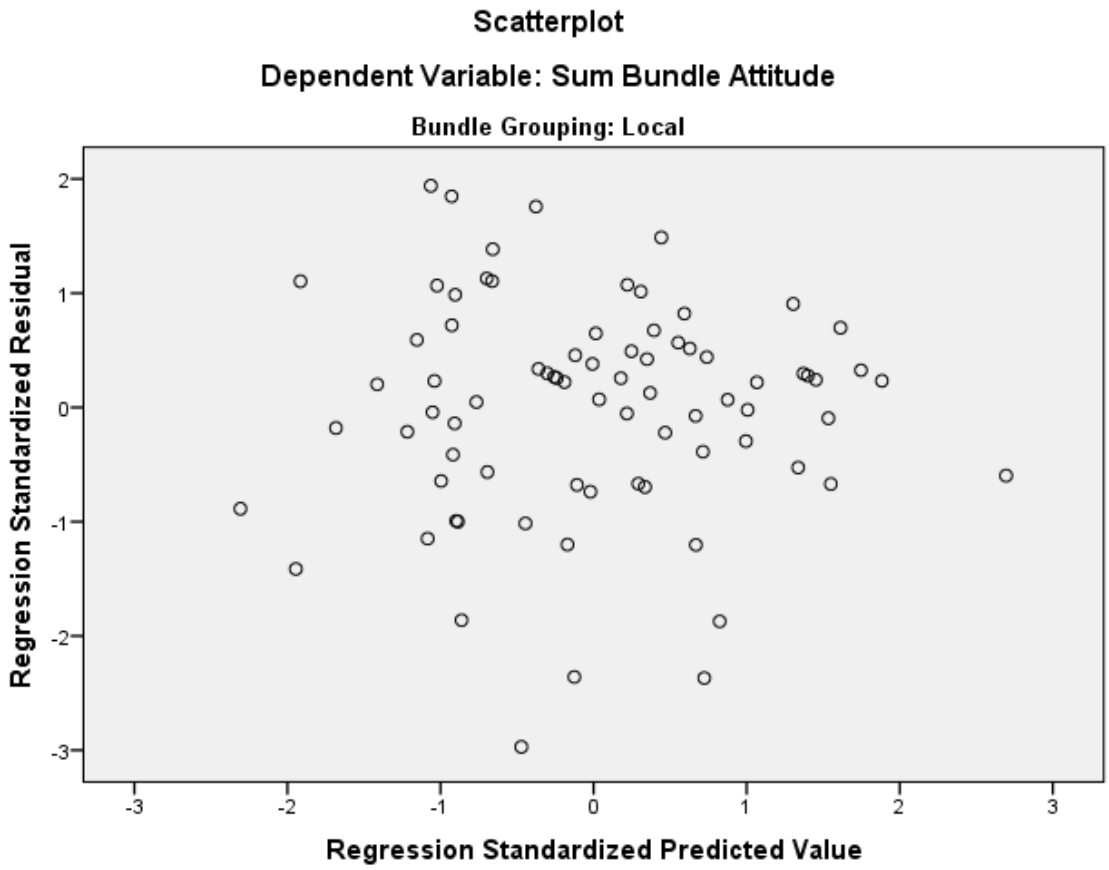
*Coefficients*[a,b]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 1,226 | ,873 | | 1,404 | ,165 | | | | | |
| | Sum Knowledge of the Product Class | ,050 | ,135 | ,051 | ,370 | ,712 | ,274 | ,044 | ,036 | ,508 | 1,969 |
| | Sum Involvement in the Product Class | ,038 | ,164 | ,032 | ,233 | ,816 | ,249 | ,028 | ,023 | ,521 | 1,919 |
| | Sum PBG of the Bundle | ,117 | ,102 | ,119 | 1,145 | ,256 | ,064 | ,136 | ,112 | ,883 | 1,133 |
| | Sum PBL of the Bundle | ,260 | ,100 | ,282 | 2,599 | ,011 | ,383 | ,297 | ,254 | ,807 | 1,240 |
| | Sum Familiarity of Brand1 | ,039 | ,102 | ,049 | ,383 | ,703 | ,351 | ,046 | ,037 | ,581 | 1,721 |
| | Sum Familiarity of Brand2 | ,251 | ,092 | ,303 | 2,731 | ,008 | ,448 | ,310 | ,266 | ,774 | 1,292 |
| | Sum Familiarity of Brand3 | ,103 | ,091 | ,130 | 1,133 | ,261 | ,332 | ,134 | ,111 | ,719 | 1,391 |

a. Bundle Grouping = Local

b. Dependent Variable: Sum Bundle Attitude


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Sum Bundle Attitude
Bundle Grouping: Local
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0


Scatterplot
Dependent Variable: Sum Bundle Attitude
Bundle Grouping: Local
Regression Standardized Residual
Regression Standardized Predicted Value
-3
-2
-1
0
1
2
3

## DV Likelihood of purchase – Bundle Grouping = Global

*Model Summary*[a,c]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,595[b] | ,354 | ,286 | 1,440962 | ,354 | 5,244 | 7 | 67 | ,000 | 2,056 |

a. Bundle Grouping = Global

b. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Knowledge of the Product Class, Sum PBL of the Bundle, Sum Involvement in the Product Class, Sum Familiarity of Brand1, Sum Familiarity of Brand2

c. Dependent Variable: Sum Bundle Likelihood of Purchase

*ANOVA*[a,b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 76,216 | 7 | 10,888 | 5,244 | ,000[c] |
| | Residual | 139,117 | 67 | 2,076 | | |
| | Total | 215,333 | 74 | | | |

a. Bundle Grouping = Global

b. Dependent Variable: Sum Bundle Likelihood of Purchase

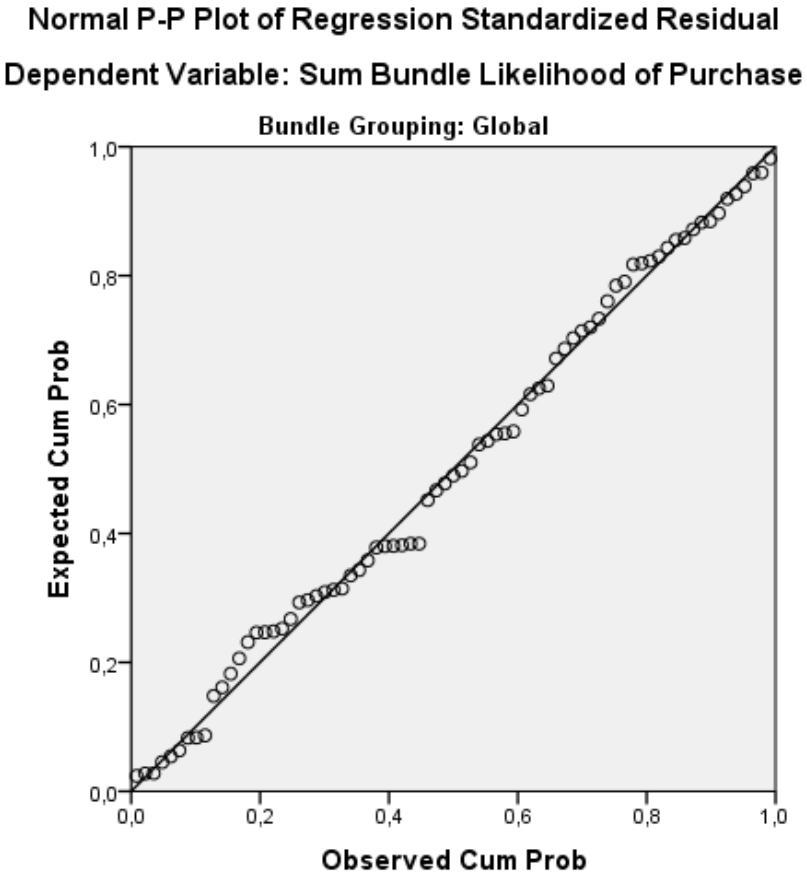
c. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Knowledge of the Product Class, Sum PBL of the Bundle, Sum Involvement in the Product Class, Sum Familiarity of Brand1, Sum Familiarity of Brand2

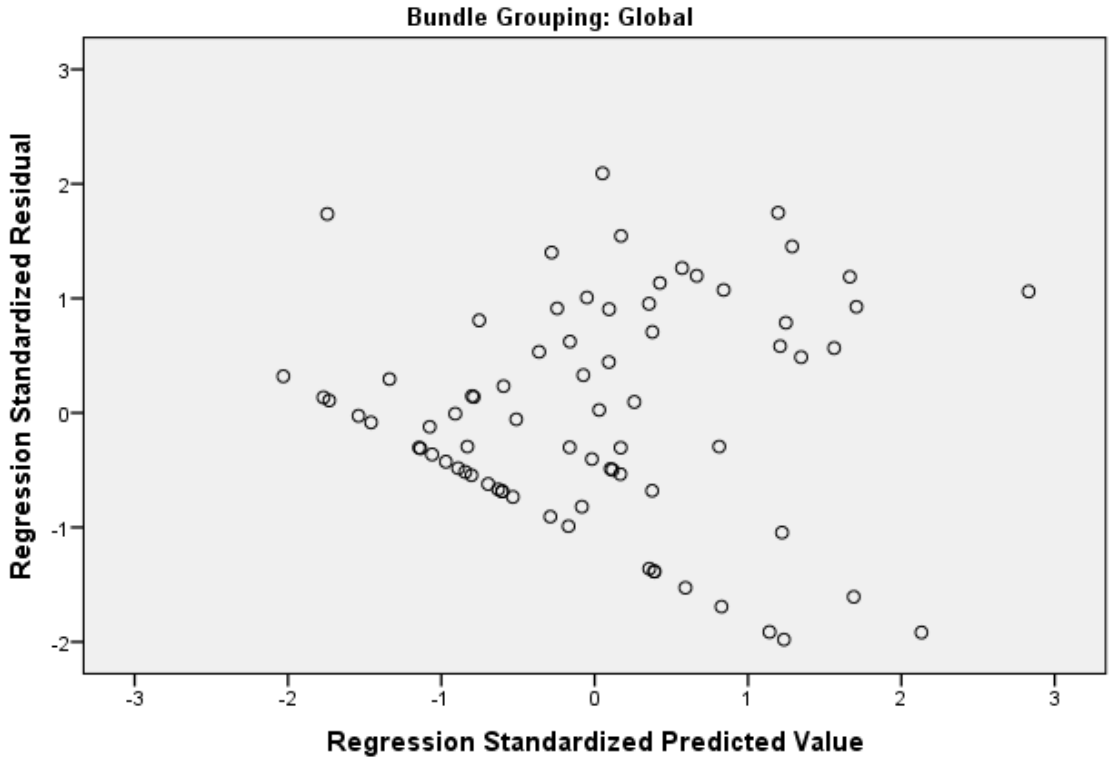
*Coefficients*[a,b]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | -1,246 | 1,087 | | -1,146 | ,256 | | | | | |
| | Sum Knowledge of the Product Class | ,036 | ,124 | ,034 | ,288 | ,774 | ,159 | ,035 | ,028 | ,694 | 1,442 |
| | Sum Involvement in the Product Class | -,095 | ,138 | -,081 | -,690 | ,493 | ,041 | -,084 | -,068 | ,701 | 1,426 |
| | Sum PBG of the Bundle | ,275 | ,130 | ,234 | 2,111 | ,038 | ,228 | ,250 | ,207 | ,783 | 1,278 |
| | Sum PBL of the Bundle | ,327 | ,140 | ,254 | 2,332 | ,023 | ,258 | ,274 | ,229 | ,811 | 1,233 |
| | Sum Familiarity of Brand1 | ,127 | ,130 | ,136 | ,975 | ,333 | ,434 | ,118 | ,096 | ,493 | 2,030 |
| | Sum Familiarity of Brand2 | ,154 | ,131 | ,171 | 1,174 | ,245 | ,480 | ,142 | ,115 | ,456 | 2,194 |
| | Sum Familiarity of Brand3 | ,192 | ,137 | ,216 | 1,406 | ,164 | ,423 | ,169 | ,138 | ,408 | 2,452 |

a. Bundle Grouping = Global

b. Dependent Variable: Sum Bundle Likelihood of Purchase


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Sum Bundle Likelihood of Purchase
Bundle Grouping: Global
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0


Scatterplot
Dependent Variable: Sum Bundle Likelihood of Purchase
Bundle Grouping: Global
Regression Standardized Residual
Regression Standardized Predicted Value
-3
-2
-1
0
1
2
3

## DV Likelihood of purchase – Bundle Grouping = Mixed Global

*Model Summary*[a,c]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,656[b] | ,430 | ,369 | 1,382929 | ,430 | 7,018 | 7 | 65 | ,000 | 1,626 |

a. Bundle Grouping = MixedGlobal

b. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Knowledge of the Product Class, Sum Familiarity of Brand2, Sum PBL of the Bundle, Sum Familiarity of Brand1, Sum Involvement in the Product Class

c. Dependent Variable: Sum Bundle Likelihood of Purchase

*ANOVA*[a,b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 93,947 | 7 | 13,421 | 7,018 | ,000[c] |
| | Residual | 124,312 | 65 | 1,912 | | |
| | Total | 218,259 | 72 | | | |

a. Bundle Grouping = MixedGlobal

b. Dependent Variable: Sum Bundle Likelihood of Purchase

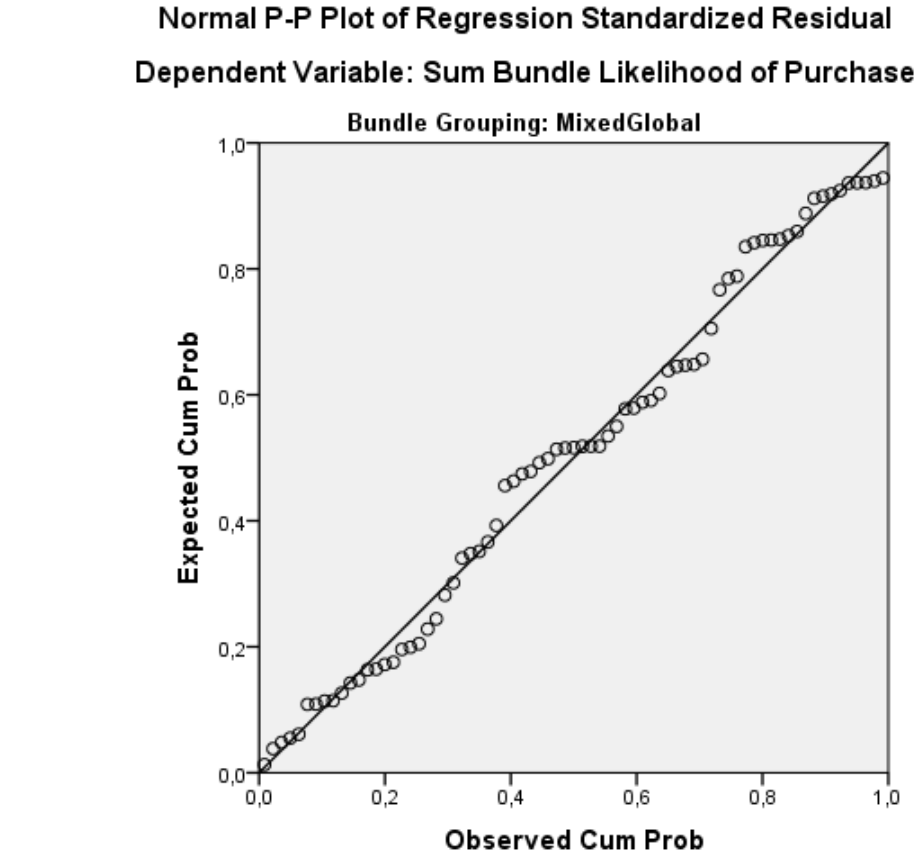
c. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Knowledge of the Product Class, Sum Familiarity of Brand2, Sum PBL of the Bundle, Sum Familiarity of Brand1, Sum Involvement in the Product Class

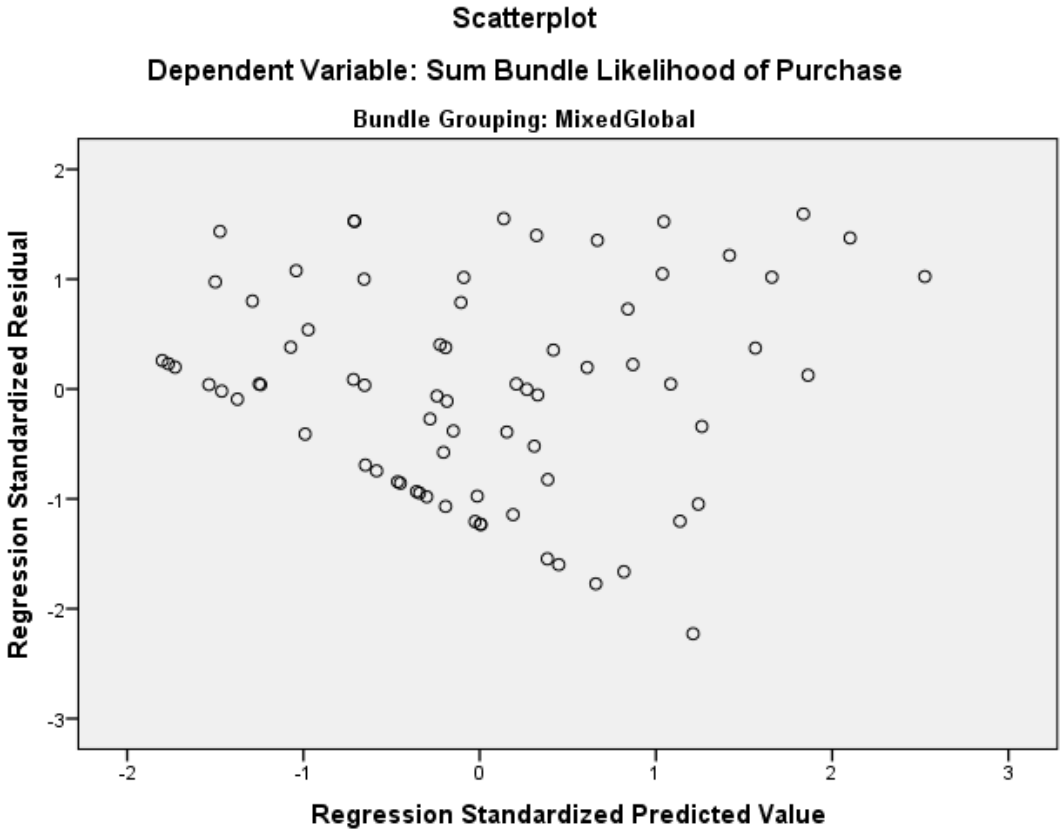
*Coefficients*[a,b]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | -1,963 | ,992 | | -1,979 | ,052 | | | | | |
| | Sum Knowledge of the Product Class | -,198 | ,144 | -,157 | -1,377 | ,173 | ,105 | -,168 | -,129 | ,672 | 1,488 |
| | Sum Involvement in the Product Class | ,043 | ,149 | ,032 | ,291 | ,772 | ,152 | ,036 | ,027 | ,700 | 1,428 |
| | Sum PBG of the Bundle | ,214 | ,120 | ,181 | 1,777 | ,080 | ,075 | ,215 | ,166 | ,845 | 1,184 |
| | Sum PBL of the Bundle | ,518 | ,120 | ,458 | 4,314 | ,000 | ,453 | ,472 | ,404 | ,777 | 1,287 |
| | Sum Familiarity of Brand1 | ,210 | ,104 | ,221 | 2,029 | ,047 | ,395 | ,244 | ,190 | ,740 | 1,351 |
| | Sum Familiarity of Brand2 | ,214 | ,104 | ,211 | 2,060 | ,043 | ,398 | ,248 | ,193 | ,836 | 1,196 |
| | Sum Familiarity of Brand3 | ,164 | ,120 | ,143 | 1,368 | ,176 | ,346 | ,167 | ,128 | ,806 | 1,241 |

a. Bundle Grouping = MixedGlobal

b. Dependent Variable: Sum Bundle Likelihood of Purchase


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Sum Bundle Likelihood of Purchase
Bundle Grouping: MixedGlobal
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0


Scatterplot
Dependent Variable: Sum Bundle Likelihood of Purchase
Bundle Grouping: MixedGlobal
Regression Standardized Residual
Regression Standardized Predicted Value
-3
-2
-1
0
1
2
3

## DV Likelihood of purchase – Bundle Grouping = Mixed Local

*Model Summary*[a,c]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,599[b] | ,358 | ,297 | 1,637462 | ,358 | 5,827 | 7 | 73 | ,000 | 1,698 |

a. Bundle Grouping = MixedLocal

b. Predictors: (Constant), Sum Familiarity of Brand3, Sum Familiarity of Brand2, Sum PBG of the Bundle, Sum PBL of the Bundle, Sum Knowledge of the Product Class, Sum Familiarity of Brand1, Sum Involvement in the Product Class

c. Dependent Variable: Sum Bundle Likelihood of Purchase

*ANOVA*[a,b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 109,364 | 7 | 15,623 | 5,827 | ,000[c] |
| | Residual | 195,734 | 73 | 2,681 | | |
| | Total | 305,097 | 80 | | | |

a. Bundle Grouping = MixedLocal

b. Dependent Variable: Sum Bundle Likelihood of Purchase

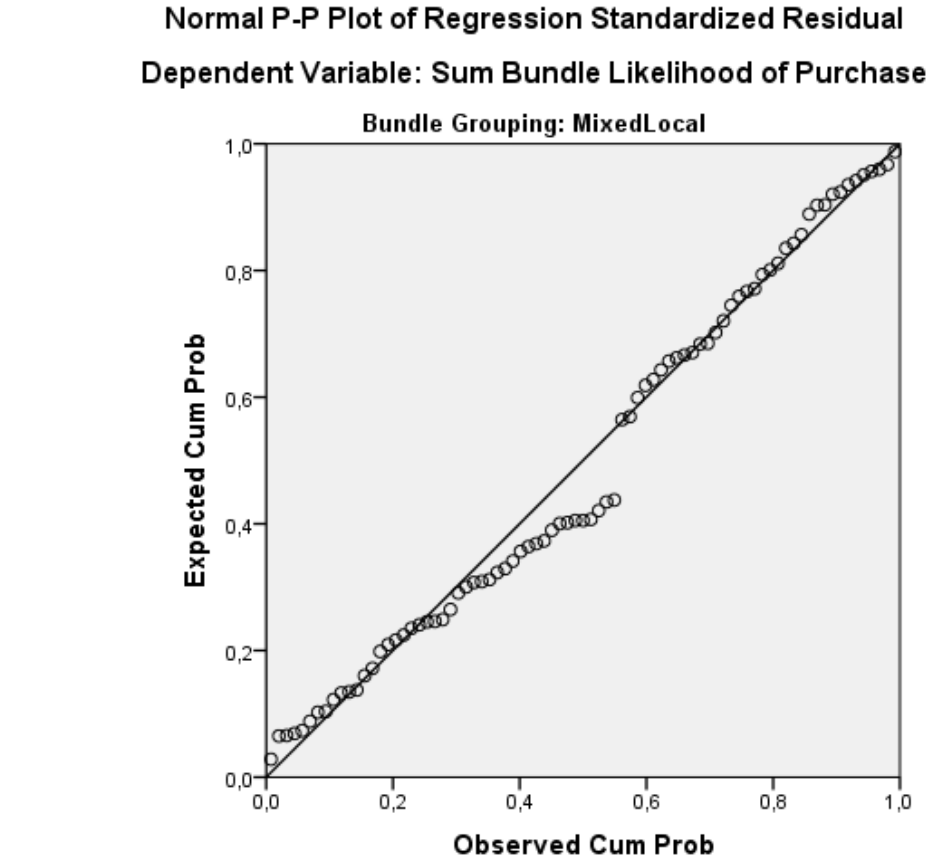
c. Predictors: (Constant), Sum Familiarity of Brand3, Sum Familiarity of Brand2, Sum PBG of the Bundle, Sum PBL of the Bundle, Sum Knowledge of the Product Class, Sum Familiarity of Brand1, Sum Involvement in the Product Class

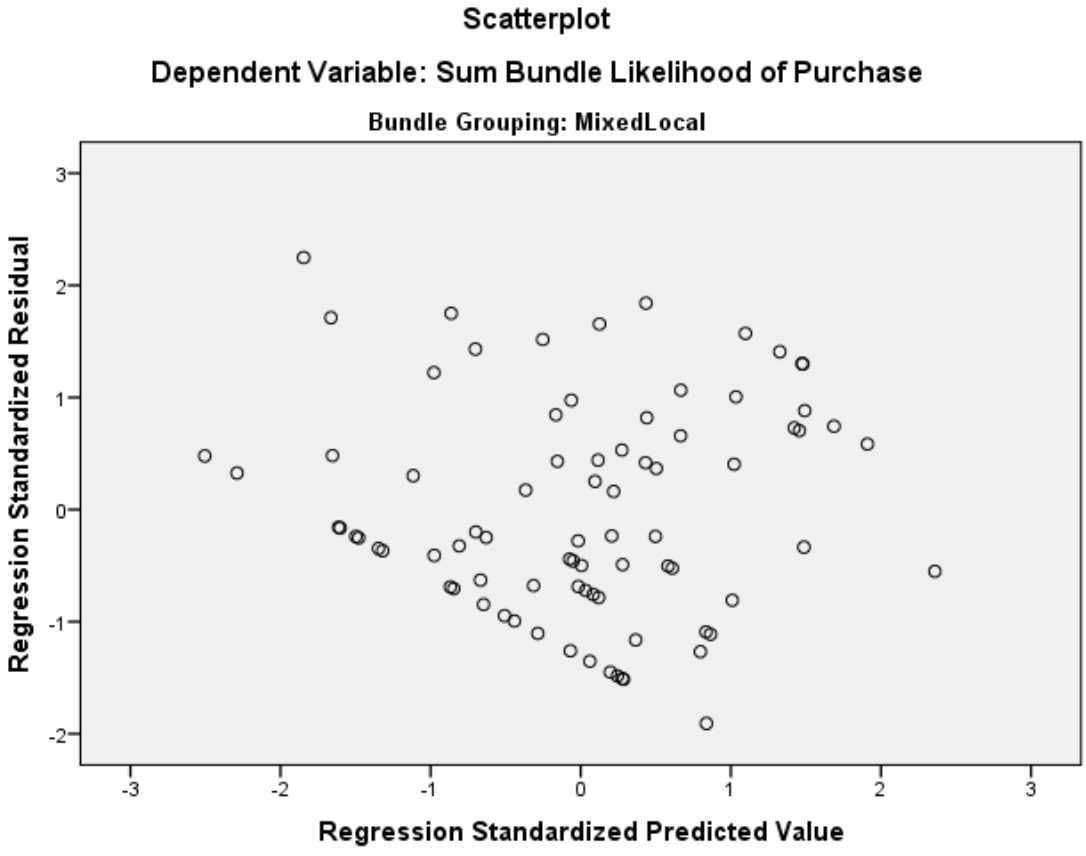
*Coefficients*[a,b]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | -,822 | 1,016 | | -,809 | ,421 | | | | | |
| | Sum Knowledge of the Product Class | ,113 | ,180 | ,075 | ,627 | ,533 | ,259 | ,073 | ,059 | ,617 | 1,621 |
| | Sum Involvement in the Product Class | -,057 | ,200 | -,035 | -,284 | ,777 | ,241 | -,033 | -,027 | ,586 | 1,705 |
| | Sum PBG of the Bundle | ,032 | ,119 | ,026 | ,268 | ,790 | ,048 | ,031 | ,025 | ,914 | 1,094 |
| | Sum PBL of the Bundle | ,240 | ,114 | ,214 | 2,116 | ,038 | ,382 | ,240 | ,198 | ,861 | 1,161 |
| | Sum Familiarity of Brand1 | ,160 | ,112 | ,160 | 1,420 | ,160 | ,417 | ,164 | ,133 | ,692 | 1,446 |
| | Sum Familiarity of Brand2 | ,218 | ,111 | ,209 | 1,968 | ,053 | ,316 | ,224 | ,184 | ,776 | 1,288 |
| | Sum Familiarity of Brand3 | ,285 | ,112 | ,291 | 2,554 | ,013 | ,453 | ,286 | ,239 | ,679 | 1,473 |

a. Bundle Grouping = MixedLocal

b. Dependent Variable: Sum Bundle Likelihood of Purchase


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Sum Bundle Likelihood of Purchase
Bundle Grouping: MixedLocal
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0


Scatterplot
Dependent Variable: Sum Bundle Likelihood of Purchase
Bundle Grouping: MixedLocal
Regression Standardized Residual
Regression Standardized Predicted Value
-3
-2
-1
0
1
2
3

## DV Likelihood of purchase – Bundle Grouping = Local

*Model Summary*[a,c]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | ,720[b] | ,518 | ,470 | 1,295266 | ,518 | 10,760 | 7 | 70 | ,000 | 1,864 |

a. Bundle Grouping = Local

b. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Involvement in the Product Class, Sum Familiarity of Brand2, Sum PBL of the Bundle, Sum Familiarity of Brand1, Sum Knowledge of the Product Class

c. Dependent Variable: Sum Bundle Likelihood of Purchase

*ANOVA*[a,b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 126,362 | 7 | 18,052 | 10,760 | ,000[c] |
| | Residual | 117,440 | 70 | 1,678 | | |
| | Total | 243,802 | 77 | | | |

a. Bundle Grouping = Local

b. Dependent Variable: Sum Bundle Likelihood of Purchase

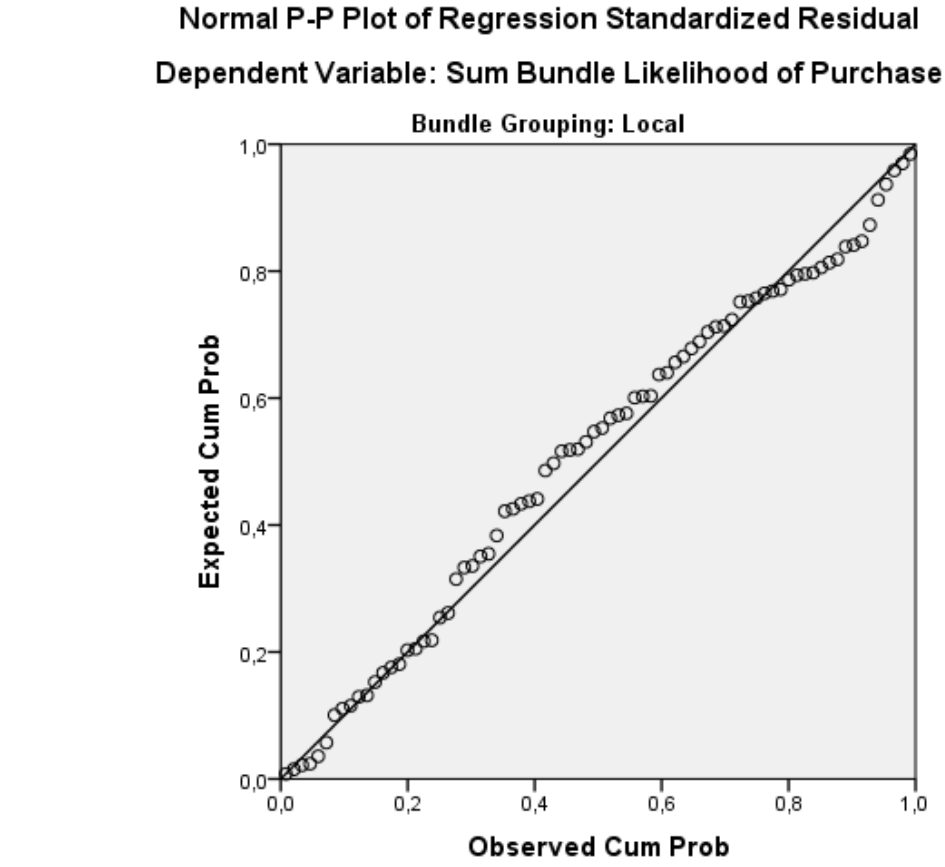
c. Predictors: (Constant), Sum Familiarity of Brand3, Sum PBG of the Bundle, Sum Involvement in the Product Class, Sum Familiarity of Brand2, Sum PBL of the Bundle, Sum Familiarity of Brand1, Sum Knowledge of the Product Class

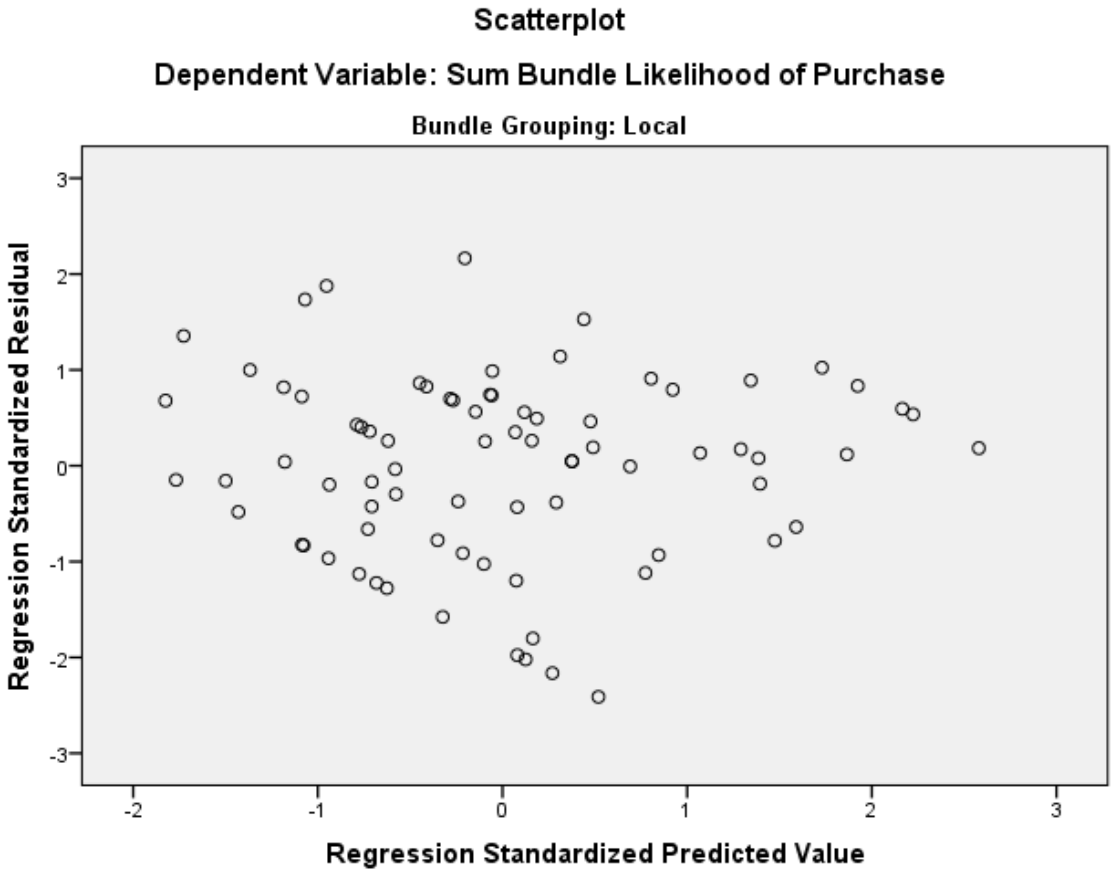
*Coefficients*[a,b]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | -2,146 | ,957 | | -2,243 | ,028 | | | | | |
| | Sum Knowledge of the Product Class | ,232 | ,148 | ,182 | 1,565 | ,122 | ,390 | ,184 | ,130 | ,508 | 1,969 |
| | Sum Involvement in the Product Class | ,127 | ,180 | ,081 | ,703 | ,485 | ,342 | ,084 | ,058 | ,521 | 1,919 |
| | Sum PBG of the Bundle | ,103 | ,112 | ,081 | ,921 | ,360 | -,004 | ,109 | ,076 | ,883 | 1,133 |
| | Sum PBL of the Bundle | ,600 | ,110 | ,505 | 5,469 | ,000 | ,592 | ,547 | ,454 | ,807 | 1,240 |
| | Sum Familiarity of Brand1 | -,074 | ,111 | -,072 | -,664 | ,509 | ,358 | -,079 | -,055 | ,581 | 1,721 |
| | Sum Familiarity of Brand2 | ,158 | ,101 | ,148 | 1,571 | ,121 | ,368 | ,185 | ,130 | ,774 | 1,292 |
| | Sum Familiarity of Brand3 | ,221 | ,100 | ,217 | 2,215 | ,030 | ,426 | ,256 | ,184 | ,719 | 1,391 |

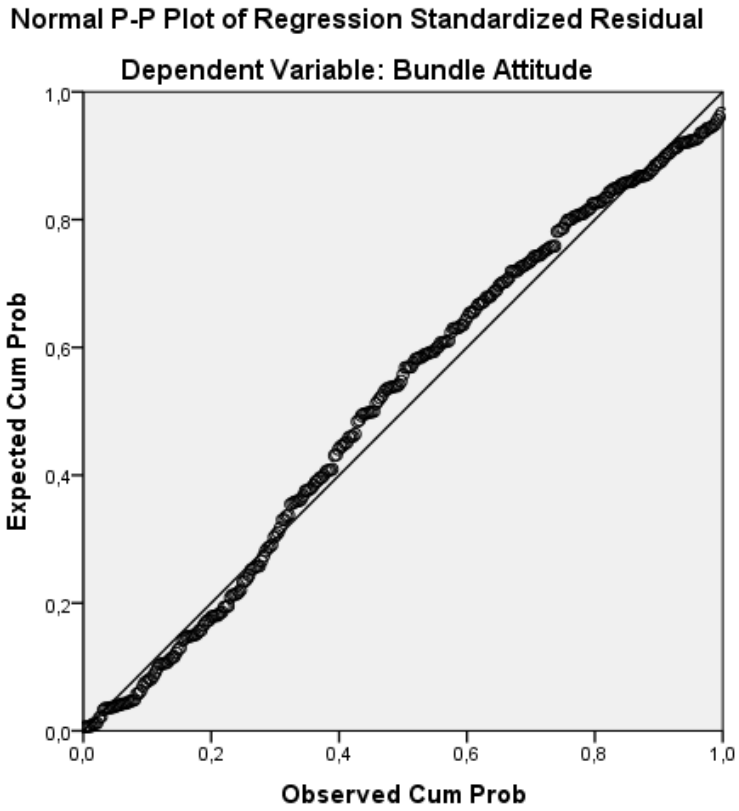
a. Bundle Grouping = Local

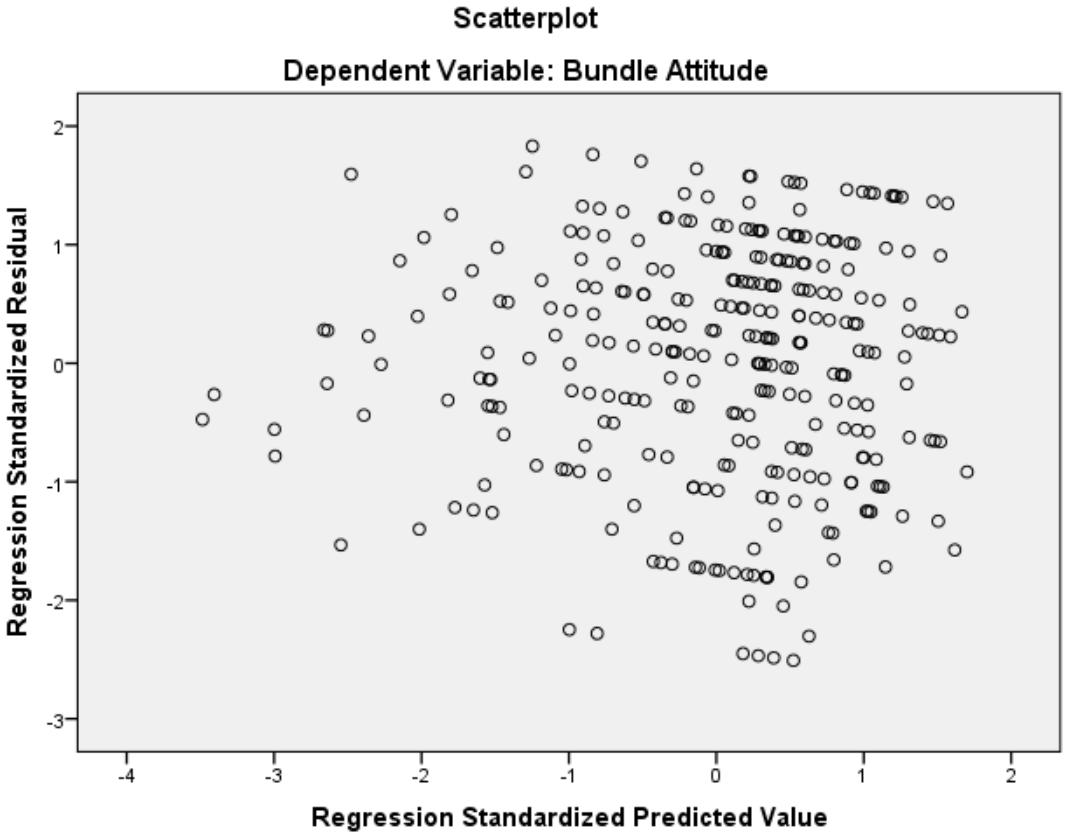
b. Dependent Variable: Sum Bundle Likelihood of Purchase


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Sum Bundle Likelihood of Purchase
Bundle Grouping: Local
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0


Scatterplot
Dependent Variable: Sum Bundle Likelihood of Purchase
Bundle Grouping: Local
Regression Standardized Residual
Regression Standardized Predicted Value
-3
-2
-1
0
1
2
3

**PROCESS – Moderation**

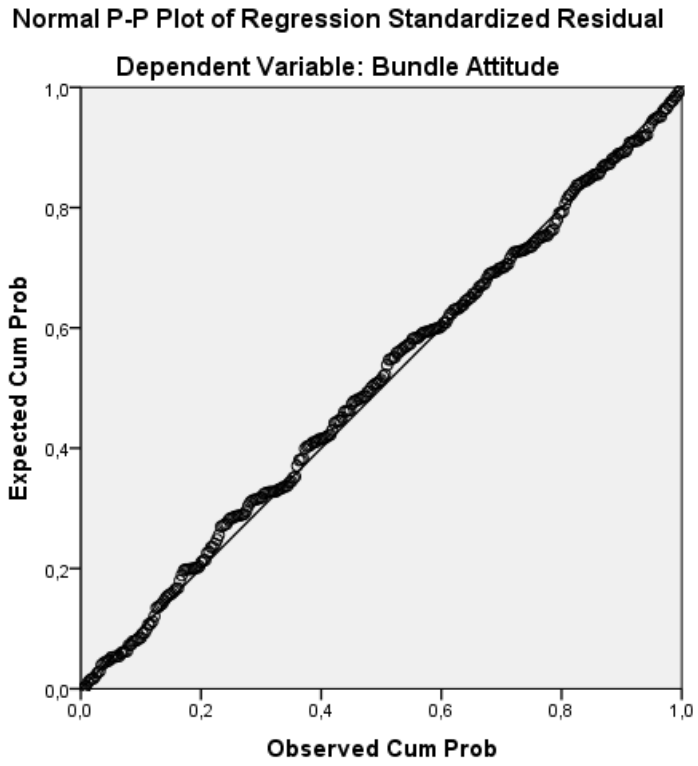


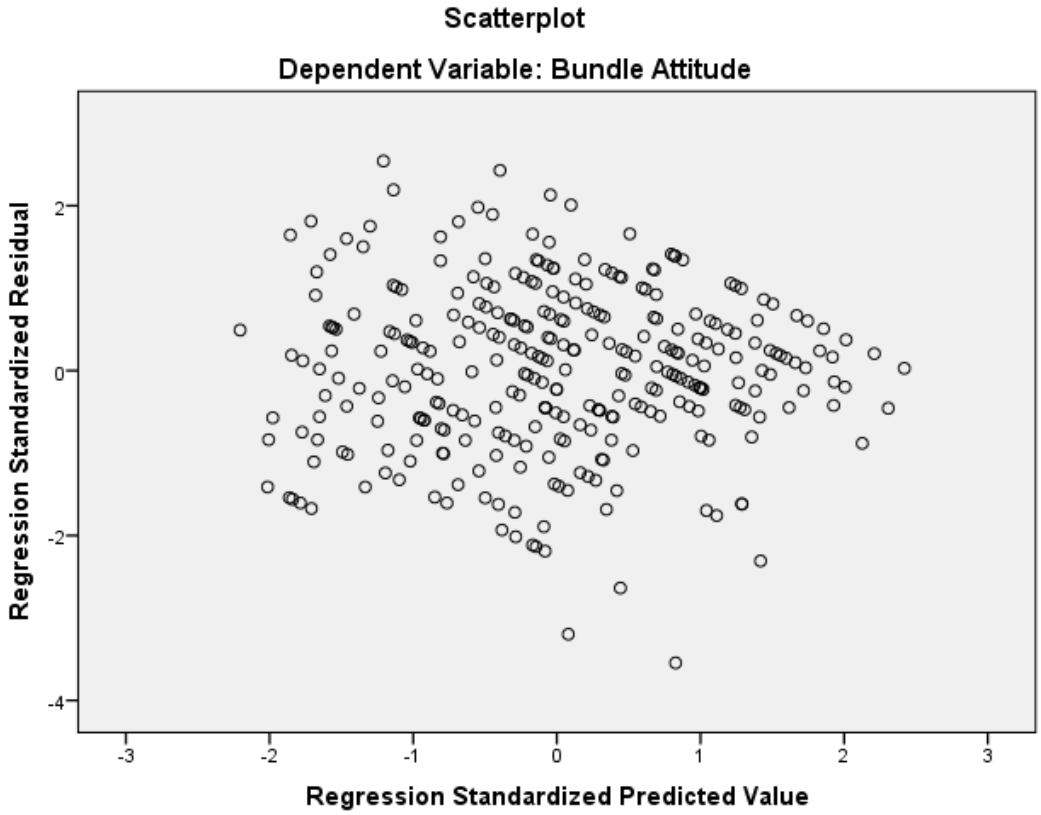



```
*************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 1
    Y  : BATT_BUN
    X  : PBGL_DIF
    W  : VAR_SEEK

Sample
Size:  78

**************************************************************************
OUTCOME VARIABLE:
 BATT_BUN

Model Summary
R       R-sq        MSE          F        df1        df2          p
,1766      ,0312     1,9221      ,7936     3,0000    74,0000      ,5013

Model
              coeff         se          t          p       LLCI       ULCI
constant     4,8941      ,1571    31,1544      ,0000     4,5811     5,2071
PBGL_DIF      ,1374      ,1027     1,3383      ,1849     -,0672      ,3420
VAR_SEEK      ,0080      ,1367      ,0587      ,9533     -,2643      ,2803
Int_1        -,0574      ,0651     -,8810      ,3812     -,1872      ,0724

Product terms key:
 Int_1    :        PBGL_DIF x        VAR_SEEK

Covariance matrix of regression parameter estimates:
           constant   PBGL_DIF   VAR_SEEK      Int_1
constant      ,0247      ,0001      ,0003     -,0004
PBGL_DIF      ,0001      ,0105      ,0002     -,0009
VAR_SEEK      ,0003      ,0002      ,0187     -,0037
Int_1        -,0004     -,0009     -,0037      ,0042

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0102      ,7762     1,0000    74,0000      ,3812
----------
    Focal predict: PBGL_DIF (X)
          Mod var: VAR_SEEK (W)
```

```
*************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 1
    Y  : LOP
    X  : PBGL_DIF
    W  : VAR_SEEK

Sample
Size:  307

**************************************************************************
OUTCOME VARIABLE:
 LOP

Model Summary
R       R-sq        MSE          F        df1        df2          p
,1867      ,0348     3,2460     3,6468     3,0000   303,0000      ,0131

Model
              coeff         se          t          p       LLCI       ULCI
constant     2,9851      ,1028    29,0304      ,0000     2,7827     3,1874
PBGL_DIF      ,2004      ,0649     3,0865      ,0022      ,0726      ,3282
VAR_SEEK      ,0085      ,0802      ,1058      ,9158     -,1493      ,1663
Int_1        -,0596      ,0428    -1,3925      ,1648     -,1437      ,0246

Product terms key:
 Int_1    :        PBGL_DIF x        VAR_SEEK

Covariance matrix of regression parameter estimates:
           constant   PBGL_DIF   VAR_SEEK      Int_1
constant      ,0106      ,0000      ,0000      ,0000
PBGL_DIF      ,0000      ,0042      ,0001     -,0002
VAR_SEEK      ,0000      ,0001      ,0064     -,0010
Int_1         ,0000     -,0002     -,0010      ,0018

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0062     1,9390     1,0000   303,0000      ,1648
----------
    Focal predict: PBGL_DIF (X)
          Mod var: VAR_SEEK (W)
```

PROCESS Mediation with PBG & PBL to Trust to Attitude



```
************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 8
    Y  : BATT_BUN
    X  : PBL_BUN
    M  : TRUST_BU
    W  : Bun_Ty

Covariates:
 PBG_BUN  FAM_BR1  FAM_BR2  FAM_BR3  INV_PRCL KNO_PRCL

Sample
Size:  307

Coding of categorical W variable for analysis:
 Bun_Ty     W1     W2     W3
   ,000   ,000   ,000   ,000
  1,000  1,000   ,000   ,000
  2,000   ,000  1,000   ,000
  3,000   ,000   ,000  1,000

**************************************************************************
OUTCOME VARIABLE:
 TRUST_BU

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6587      ,4339     1,2295    17,2718    13,0000   293,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     1,1513      ,3809     3,0222      ,0027      ,4016     1,9010
PBL_BUN       ,2670      ,0997     2,6774      ,0078      ,0707      ,4633
W1            ,1744      ,1918      ,9095      ,3638     -,2030      ,5519
W2            ,4893      ,1919     2,5495      ,0113      ,1116      ,8671
W3            ,5764      ,2001     2,8809      ,0043      ,1826      ,9702
Int_1         ,0458      ,1300      ,3524      ,7248     -,2100      ,3015
Int_2         ,0884      ,1224      ,7220      ,4708     -,1525      ,3292
Int_3         ,1373      ,1304     1,0528      ,2933     -,1194      ,3939
PBG_BUN       ,1287      ,0447     2,8793      ,0043      ,0407      ,2167
FAM_BR1       ,1597      ,0426     3,7436      ,0002      ,0757      ,2436
FAM_BR2       ,1185      ,0400     2,9600      ,0033      ,0397      ,1972
FAM_BR3       ,1541      ,0419     3,6761      ,0003      ,0716      ,2366
INV_PRCL     -,0306      ,0619     -,4948      ,6211     -,1523      ,0911
KNO_PRCL     -,0267      ,0559     -,4782      ,6329     -,1366      ,0832

Product terms key:
 Int_1    :        PBL_BUN  x        W1
 Int_2    :        PBL_BUN  x        W2
 Int_3    :        PBL_BUN  x        W3

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0024      ,4183     3,0000   293,0000      ,7400

**************************************************************************
OUTCOME VARIABLE:
 BATT_BUN

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6623      ,4387     1,3215    16,3003    14,0000   292,0000      ,0000



Model
```

| | coeff | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | 1,3922 | ,4011 | 3,4713 | ,0006 | ,6028 | 2,1815 |
| PBL_BUN | ,0051 | ,1047 | ,0484 | ,9614 | -,2009 | ,2110 |
| TRUST_BU | ,6445 | ,0606 | 10,6405 | ,0000 | ,5253 | ,7637 |
| W1 | ,2587 | ,1991 | 1,2992 | ,1949 | -,1332 | ,6505 |
| W2 | ,3213 | ,2012 | 1,5971 | ,1113 | -,0746 | ,7173 |
| W3 | ,1984 | ,2104 | ,9429 | ,3465 | -,2157 | ,6124 |
| Int_1 | ,0430 | ,1348 | ,3194 | ,7496 | -,2222 | ,3083 |
| Int_2 | -,1134 | ,1270 | -,8929 | ,3726 | -,3633 | ,1365 |
| Int_3 | ,0152 | ,1354 | ,1121 | ,9108 | -,2514 | ,2818 |
| PBG_BUN | ,0388 | ,0470 | ,8258 | ,4096 | -,0537 | ,1313 |
| FAM_BR1 | ,0031 | ,0453 | ,0686 | ,9453 | -,0860 | ,0922 |
| FAM_BR2 | ,0730 | ,0421 | 1,7336 | ,0840 | -,0099 | ,1559 |
| FAM_BR3 | -,0259 | ,0445 | -,5825 | ,5607 | -,1134 | ,0616 |
| INV_PRCL | ,1121 | ,0642 | 1,7466 | ,0818 | -,0142 | ,2383 |
| KNO_PRCL | -,0922 | ,0579 | -1,5909 | ,1127 | -,2062 | ,0219 |

Product terms key:

| | | | | |
|---|---|---|---|---|
| Int_1 | : | PBL_BUN | x | W1 |
| Int_2 | : | PBL_BUN | x | W2 |
| Int_3 | : | PBL_BUN | x | W3 |

Test(s) of highest order unconditional interaction(s):

| | R2-chng | F | df1 | df2 | p |
|---|---|---|---|---|---|
| X*W | ,0043 | ,7504 | 3,0000 | 292,0000 | ,5229 |

********** DIRECT AND INDIRECT EFFECTS OF X ON Y **********

Conditional direct effect(s) of X on Y:

| Bun_Ty | Effect | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| ,0000 | ,0051 | ,1047 | ,0484 | ,9614 | -,2009 | ,2110 |
| 1,0000 | ,0481 | ,0927 | ,5188 | ,6043 | -,1344 | ,2306 |
| 2,0000 | -,1083 | ,0785 | -1,3800 | ,1686 | -,2628 | ,0462 |
| 3,0000 | ,0203 | ,0932 | ,2172 | ,8282 | -,1633 | ,2038 |

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

PBL_BUN -> TRUST_BU -> BATT_BUN

| Bun_Ty | Effect | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| ,0000 | ,1721 | ,0764 | ,0336 | ,3331 |
| 1,0000 | ,2016 | ,0694 | ,0647 | ,3372 |
| 2,0000 | ,2290 | ,0448 | ,1449 | ,3222 |
| 3,0000 | ,2606 | ,0570 | ,1442 | ,3705 |

Index of moderated mediation (difference between conditional indirect effects):

| | Index | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| W1 | ,0295 | ,1018 | -,1822 | ,2177 |
| W2 | ,0569 | ,0831 | -,1181 | ,2139 |
| W3 | ,0885 | ,0916 | -,1052 | ,2555 |

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

| Effect1 | Effect2 | Contrast | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|---|
| ,2016 | ,1721 | ,0295 | ,1018 | -,1822 | ,2177 |
| ,2290 | ,1721 | ,0569 | ,0831 | -,1181 | ,2139 |
| ,2606 | ,1721 | ,0885 | ,0916 | -,1052 | ,2555 |
| ,2290 | ,2016 | ,0274 | ,0776 | -,1192 | ,1893 |
| ,2606 | ,2016 | ,0590 | ,0867 | -,1134 | ,2282 |
| ,2606 | ,2290 | ,0315 | ,0635 | -,1011 | ,1527 |

```
************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 8
    Y  : BATT_BUN
    X  : PBG_BUN
    M  : TRUST_BU
    W  : Bun_Ty

Covariates:
 FAM_BR1  FAM_BR2  FAM_BR3  INV_PRCL KNO_PRCL PBL_BUN

Sample
Size:  307

Coding of categorical W variable for analysis:
 Bun_Ty     W1     W2     W3
   ,000   ,000   ,000   ,000
  1,000  1,000   ,000   ,000
  2,000   ,000  1,000   ,000
  3,000   ,000   ,000  1,000

**************************************************************************
OUTCOME VARIABLE:
 TRUST_BU

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6599      ,4354     1,2261    17,3819    13,0000   293,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,4256      ,3503     1,2150      ,2253     -,2638     1,1149
PBG_BUN       ,2326      ,0903     2,5759      ,0105      ,0549      ,4104
W1            ,2618      ,2067     1,2661      ,2065     -,1451      ,6686
W2            ,5761      ,2043     2,8201      ,0051      ,1740      ,9781
W3            ,6347      ,2155     2,9455      ,0035      ,2106     1,0588
Int_1        -,1344      ,1258    -1,0686      ,2861     -,3820      ,1131
Int_2        -,1004      ,1191     -,8426      ,4002     -,3349      ,1341
Int_3        -,1737      ,1272    -1,3651      ,1733     -,4241      ,0767
FAM_BR1       ,1559      ,0428     3,6400      ,0003      ,0716      ,2402
FAM_BR2       ,1142      ,0402     2,8403      ,0048      ,0351      ,1934
FAM_BR3       ,1605      ,0419     3,8250      ,0002      ,0779      ,2430
INV_PRCL     -,0254      ,0613     -,4147      ,6787     -,1462      ,0953
KNO_PRCL     -,0302      ,0557     -,5413      ,5887     -,1398      ,0795
PBL_BUN       ,3405      ,0449     7,5926      ,0000      ,2523      ,4288

Product terms key:
 Int_1    :        PBG_BUN  x        W1
 Int_2    :        PBG_BUN  x        W2
 Int_3    :        PBG_BUN  x        W3

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0040      ,6895     3,0000   293,0000      ,5591

**************************************************************************
OUTCOME VARIABLE:
 BATT_BUN

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6605      ,4363     1,3272    16,1428    14,0000   292,0000      ,0000
```

Model

| | coeff | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | 1,6379 | ,3653 | 4,4831 | ,0000 | ,9188 | 2,3569 |
| PBG_BUN | ,0148 | ,0950 | ,1559 | ,8762 | -,1722 | ,2018 |
| TRUST_BU | ,6453 | ,0608 | 10,6164 | ,0000 | ,5257 | ,7649 |
| W1 | ,2409 | ,2157 | 1,1169 | ,2649 | -,1836 | ,6654 |
| W2 | ,2936 | ,2154 | 1,3633 | ,1738 | -,1303 | ,7175 |
| W3 | ,2286 | ,2275 | 1,0049 | ,3158 | -,2191 | ,6763 |
| Int_1 | -,0442 | ,1311 | -,3370 | ,7363 | -,3023 | ,2139 |
| Int_2 | ,0205 | ,1241 | ,1653 | ,8688 | -,2237 | ,2648 |
| Int_3 | ,0861 | ,1328 | ,6483 | ,5173 | -,1753 | ,3475 |
| FAM_BR1 | ,0094 | ,0456 | ,2069 | ,8362 | -,0802 | ,0991 |
| FAM_BR2 | ,0732 | ,0424 | 1,7250 | ,0856 | -,0103 | ,1567 |
| FAM_BR3 | -,0290 | ,0447 | -,6488 | ,5170 | -,1170 | ,0590 |
| INV_PRCL | ,1090 | ,0638 | 1,7069 | ,0889 | -,0167 | ,2346 |
| KNO_PRCL | -,0922 | ,0580 | -1,5906 | ,1128 | -,2063 | ,0219 |
| PBL_BUN | -,0234 | ,0511 | -,4586 | ,6468 | -,1239 | ,0771 |

Product terms key:

| | | | | |
|---|---|---|---|---|
| Int_1 | : | PBG_BUN | x | W1 |
| Int_2 | : | PBG_BUN | x | W2 |
| Int_3 | : | PBG_BUN | x | W3 |

Test(s) of highest order unconditional interaction(s):

| | R2-chng | F | df1 | df2 | p |
|---|---|---|---|---|---|
| X*W | ,0019 | ,3345 | 3,0000 | 292,0000 | ,8004 |

********** DIRECT AND INDIRECT EFFECTS OF X ON Y **********

Conditional direct effect(s) of X on Y:

| Bun_Ty | Effect | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| ,0000 | ,0148 | ,0950 | ,1559 | ,8762 | -,1722 | ,2018 |
| 1,0000 | -,0294 | ,0940 | -,3125 | ,7549 | -,2144 | ,1557 |
| 2,0000 | ,0353 | ,0817 | ,4326 | ,6656 | -,1254 | ,1960 |
| 3,0000 | ,1009 | ,0950 | 1,0627 | ,2888 | -,0860 | ,2878 |

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

PBG_BUN -> TRUST_BU -> BATT_BUN

| Bun_Ty | Effect | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| ,0000 | ,1501 | ,0662 | ,0206 | ,2815 |
| 1,0000 | ,0634 | ,0709 | -,0712 | ,2049 |
| 2,0000 | ,0853 | ,0471 | -,0147 | ,1717 |
| 3,0000 | ,0380 | ,0648 | -,0847 | ,1696 |

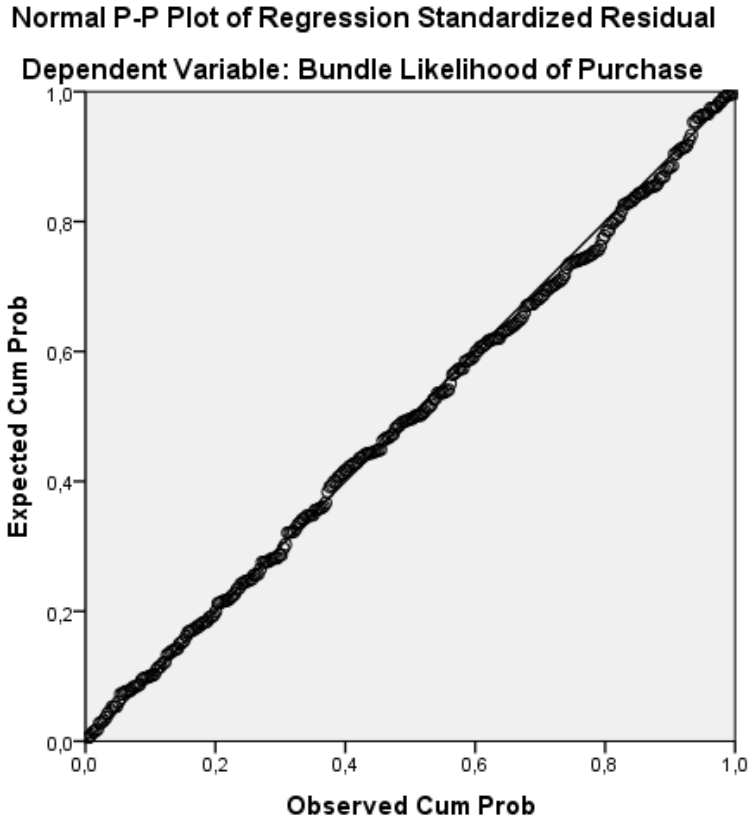
Index of moderated mediation (difference between conditional indirect effects):

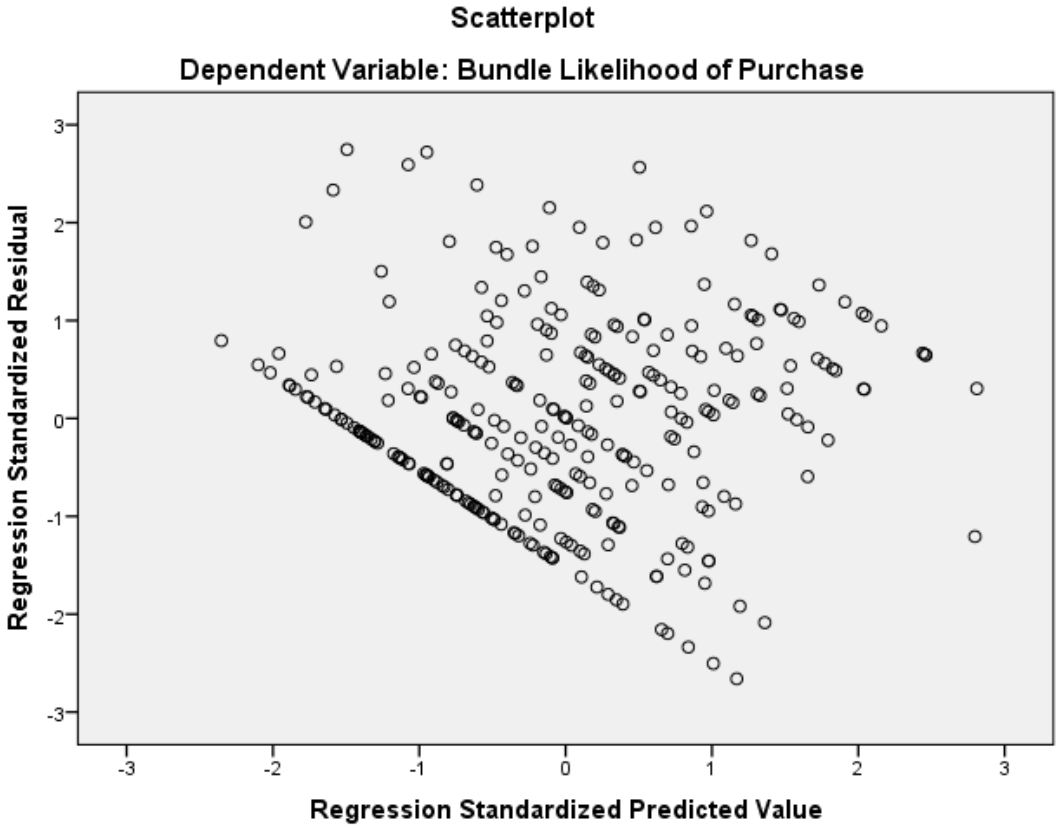
| | Index | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| W1 | -,0867 | ,0955 | -,2726 | ,1024 |
| W2 | -,0648 | ,0795 | -,2272 | ,0855 |
| W3 | -,1121 | ,0926 | -,2912 | ,0707 |

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

| Effect1 | Effect2 | Contrast | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|---|
| ,0634 | ,1501 | -,0867 | ,0955 | -,2726 | ,1024 |
| ,0853 | ,1501 | -,0648 | ,0795 | -,2272 | ,0855 |
| ,0380 | ,1501 | -,1121 | ,0926 | -,2912 | ,0707 |
| ,0853 | ,0634 | ,0220 | ,0844 | -,1543 | ,1802 |
| ,0380 | ,0634 | -,0253 | ,0967 | -,2215 | ,1627 |
| ,0380 | ,0853 | -,0473 | ,0796 | -,1979 | ,1209 |

PROCESS Mediation with PBG & PBL to Trust to Likelihood of purchase



```
************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 8
    Y  : LOP
    X  : PBL_BUN
    M  : TRUST_BU
    W  : Bun_Ty

Covariates:
 FAM_BR1  FAM_BR2  FAM_BR3  INV_PRCL KNO_PRCL PBG_BUN

Sample
Size:  307

Coding of categorical W variable for analysis:
 Bun_Ty     W1     W2     W3
   ,000   ,000   ,000   ,000
  1,000  1,000   ,000   ,000
  2,000   ,000  1,000   ,000
  3,000   ,000   ,000  1,000

**************************************************************************
OUTCOME VARIABLE:
 TRUST_BU

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6587      ,4339     1,2295    17,2718    13,0000   293,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     1,1513      ,3809     3,0222      ,0027      ,4016     1,9010
PBL_BUN       ,2670      ,0997     2,6774      ,0078      ,0707      ,4633
W1            ,1744      ,1918      ,9095      ,3638     -,2030      ,5519
W2            ,4893      ,1919     2,5495      ,0113      ,1116      ,8671
W3            ,5764      ,2001     2,8809      ,0043      ,1826      ,9702
Int_1         ,0458      ,1300      ,3524      ,7248     -,2100      ,3015
Int_2         ,0884      ,1224      ,7220      ,4708     -,1525      ,3292
Int_3         ,1373      ,1304     1,0528      ,2933     -,1194      ,3939
FAM_BR1       ,1597      ,0426     3,7436      ,0002      ,0757      ,2436
FAM_BR2       ,1185      ,0400     2,9600      ,0033      ,0397      ,1972
FAM_BR3       ,1541      ,0419     3,6761      ,0003      ,0716      ,2366
INV_PRCL     -,0306      ,0619     -,4948      ,6211     -,1523      ,0911
KNO_PRCL     -,0267      ,0559     -,4782      ,6329     -,1366      ,0832
PBG_BUN       ,1287      ,0447     2,8793      ,0043      ,0407      ,2167

Product terms key:
 Int_1    :        PBL_BUN  x        W1
 Int_2    :        PBL_BUN  x        W2
 Int_3    :        PBL_BUN  x        W3

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0024      ,4183     3,0000   293,0000      ,7400

**************************************************************************
OUTCOME VARIABLE:
 LOP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,7303      ,5334     1,6284    23,8431    14,0000   292,0000      ,0000
```

Model

| | coeff | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | -1,0205 | ,4452 | -2,2923 | ,0226 | -1,8967 | -,1443 |
| PBL_BUN | ,1323 | ,1162 | 1,1389 | ,2557 | -,0963 | ,3609 |
| TRUST_BU | ,5995 | ,0672 | 8,9165 | ,0000 | ,4672 | ,7318 |
| W1 | -,0995 | ,2210 | -,4500 | ,6530 | -,5344 | ,3355 |
| W2 | ,1620 | ,2233 | ,7253 | ,4688 | -,2776 | ,6015 |
| W3 | ,1281 | ,2335 | ,5487 | ,5836 | -,3314 | ,5877 |
| Int_1 | ,1440 | ,1496 | ,9626 | ,3365 | -,1504 | ,4384 |
| Int_2 | -,0531 | ,1410 | -,3765 | ,7068 | -,3305 | ,2244 |
| Int_3 | ,1922 | ,1504 | 1,2785 | ,2021 | -,1037 | ,4881 |
| FAM_BR1 | ,0311 | ,0502 | ,6188 | ,5365 | -,0678 | ,1300 |
| FAM_BR2 | ,1222 | ,0467 | 2,6146 | ,0094 | ,0302 | ,2142 |
| FAM_BR3 | ,1133 | ,0493 | 2,2959 | ,0224 | ,0162 | ,2104 |
| INV_PRCL | ,0093 | ,0712 | ,1307 | ,8961 | -,1309 | ,1495 |
| KNO_PRCL | ,0560 | ,0643 | ,8714 | ,3842 | -,0705 | ,1826 |
| PBG_BUN | ,0825 | ,0522 | 1,5801 | ,1152 | -,0202 | ,1852 |

Product terms key:

| | | | | |
|---|---|---|---|---|
| Int_1 | : | PBL_BUN | x | W1 |
| Int_2 | : | PBL_BUN | x | W2 |
| Int_3 | : | PBL_BUN | x | W3 |

Test(s) of highest order unconditional interaction(s):

| | R2-chng | F | df1 | df2 | p |
|---|---|---|---|---|---|
| X*W | ,0075 | 1,5711 | 3,0000 | 292,0000 | ,1965 |

********** DIRECT AND INDIRECT EFFECTS OF X ON Y **********

Conditional direct effect(s) of X on Y:

| Bun_Ty | Effect | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| ,0000 | ,1323 | ,1162 | 1,1389 | ,2557 | -,0963 | ,3609 |
| 1,0000 | ,2763 | ,1029 | 2,6841 | ,0077 | ,0737 | ,4789 |
| 2,0000 | ,0792 | ,0871 | ,9093 | ,3639 | -,0922 | ,2507 |
| 3,0000 | ,3245 | ,1035 | 3,1354 | ,0019 | ,1208 | ,5282 |

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

PBL_BUN -> TRUST_BU -> LOP

| Bun_Ty | Effect | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| ,0000 | ,1601 | ,0735 | ,0236 | ,3157 |
| 1,0000 | ,1875 | ,0669 | ,0535 | ,3202 |
| 2,0000 | ,2130 | ,0422 | ,1316 | ,2987 |
| 3,0000 | ,2424 | ,0572 | ,1318 | ,3562 |

Index of moderated mediation (difference between conditional indirect effects):

| | Index | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| W1 | ,0274 | ,0951 | -,1639 | ,2110 |
| W2 | ,0530 | ,0783 | -,1021 | ,2040 |
| W3 | ,0823 | ,0868 | -,0967 | ,2542 |

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

| Effect1 | Effect2 | Contrast | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|---|
| ,1875 | ,1601 | ,0274 | ,0951 | -,1639 | ,2110 |
| ,2130 | ,1601 | ,0530 | ,0783 | -,1021 | ,2040 |
| ,2424 | ,1601 | ,0823 | ,0868 | -,0967 | ,2542 |
| ,2130 | ,1875 | ,0255 | ,0714 | -,1130 | ,1699 |
| ,2424 | ,1875 | ,0548 | ,0817 | -,1098 | ,2175 |
| ,2424 | ,2130 | ,0293 | ,0594 | -,0886 | ,1459 |

```
************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 8
    Y  : LOP
    X  : PBG_BUN
    M  : TRUST_BU
    W  : Bun_Ty

Covariates:
 FAM_BR1  FAM_BR2  FAM_BR3  INV_PRCL KNO_PRCL PBL_BUN

Sample
Size:  307

Coding of categorical W variable for analysis:
 Bun_Ty     W1     W2     W3
   ,000   ,000   ,000   ,000
  1,000  1,000   ,000   ,000
  2,000   ,000  1,000   ,000
  3,000   ,000   ,000  1,000

**************************************************************************
OUTCOME VARIABLE:
 TRUST_BU

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6599      ,4354     1,2261    17,3819    13,0000   293,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,4256      ,3503     1,2150      ,2253     -,2638     1,1149
PBG_BUN       ,2326      ,0903     2,5759      ,0105      ,0549      ,4104
W1            ,2618      ,2067     1,2661      ,2065     -,1451      ,6686
W2            ,5761      ,2043     2,8201      ,0051      ,1740      ,9781
W3            ,6347      ,2155     2,9455      ,0035      ,2106     1,0588
Int_1        -,1344      ,1258    -1,0686      ,2861     -,3820      ,1131
Int_2        -,1004      ,1191     -,8426      ,4002     -,3349      ,1341
Int_3        -,1737      ,1272    -1,3651      ,1733     -,4241      ,0767
FAM_BR1       ,1559      ,0428     3,6400      ,0003      ,0716      ,2402
FAM_BR2       ,1142      ,0402     2,8403      ,0048      ,0351      ,1934
FAM_BR3       ,1605      ,0419     3,8250      ,0002      ,0779      ,2430
INV_PRCL     -,0254      ,0613     -,4147      ,6787     -,1462      ,0953
KNO_PRCL     -,0302      ,0557     -,5413      ,5887     -,1398      ,0795
PBL_BUN       ,3405      ,0449     7,5926      ,0000      ,2523      ,4288

Product terms key:
 Int_1    :        PBG_BUN  x        W1
 Int_2    :        PBG_BUN  x        W2
 Int_3    :        PBG_BUN  x        W3

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0040      ,6895     3,0000   293,0000      ,5591

**************************************************************************
OUTCOME VARIABLE:
 LOP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,7271      ,5287     1,6447    23,3983    14,0000   292,0000      ,0000
```

Model

| | coeff | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | -1,4199 | ,4067 | -3,4911 | ,0006 | -2,2203 | -,6194 |
| PBG_BUN | ,1347 | ,1058 | 1,2735 | ,2039 | -,0735 | ,3429 |
| TRUST_BU | ,6014 | ,0677 | 8,8883 | ,0000 | ,4682 | ,7346 |
| W1 | -,0687 | ,2401 | -,2861 | ,7750 | -,5412 | ,4039 |
| W2 | ,1447 | ,2398 | ,6033 | ,5468 | -,3272 | ,6166 |
| W3 | ,1985 | ,2532 | ,7839 | ,4337 | -,2999 | ,6969 |
| Int_1 | -,0045 | ,1460 | -,0308 | ,9755 | -,2918 | ,2828 |
| Int_2 | -,1569 | ,1382 | -1,1357 | ,2570 | -,4288 | ,1150 |
| Int_3 | -,0514 | ,1478 | -,3476 | ,7284 | -,3424 | ,2396 |
| FAM_BR1 | ,0339 | ,0507 | ,6687 | ,5042 | -,0659 | ,1337 |
| FAM_BR2 | ,1128 | ,0472 | 2,3887 | ,0175 | ,0199 | ,2057 |
| FAM_BR3 | ,1145 | ,0498 | 2,3001 | ,0221 | ,0165 | ,2125 |
| INV_PRCL | ,0128 | ,0711 | ,1798 | ,8574 | -,1271 | ,1527 |
| KNO_PRCL | ,0608 | ,0645 | ,9415 | ,3472 | -,0663 | ,1878 |
| PBL_BUN | ,1989 | ,0568 | 3,4998 | ,0005 | ,0870 | ,3107 |

Product terms key:

| | | | | |
|---|---|---|---|---|
| Int_1 | : | PBG_BUN | x | W1 |
| Int_2 | : | PBG_BUN | x | W2 |
| Int_3 | : | PBG_BUN | x | W3 |

Test(s) of highest order unconditional interaction(s):

| | R2-chng | F | df1 | df2 | p |
|---|---|---|---|---|---|
| X*W | ,0028 | ,5871 | 3,0000 | 292,0000 | ,6239 |

********** DIRECT AND INDIRECT EFFECTS OF X ON Y **********

Conditional direct effect(s) of X on Y:

| Bun_Ty | Effect | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| ,0000 | ,1347 | ,1058 | 1,2735 | ,2039 | -,0735 | ,3429 |
| 1,0000 | ,1302 | ,1047 | 1,2440 | ,2145 | -,0758 | ,3362 |
| 2,0000 | -,0222 | ,0909 | -,2443 | ,8072 | -,2011 | ,1567 |
| 3,0000 | ,0833 | ,1057 | ,7881 | ,4313 | -,1247 | ,2914 |

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

PBG_BUN -> TRUST_BU -> LOP

| Bun_Ty | Effect | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| ,0000 | ,1399 | ,0620 | ,0186 | ,2637 |
| 1,0000 | ,0591 | ,0636 | -,0631 | ,1893 |
| 2,0000 | ,0795 | ,0442 | -,0093 | ,1660 |
| 3,0000 | ,0354 | ,0612 | -,0779 | ,1606 |

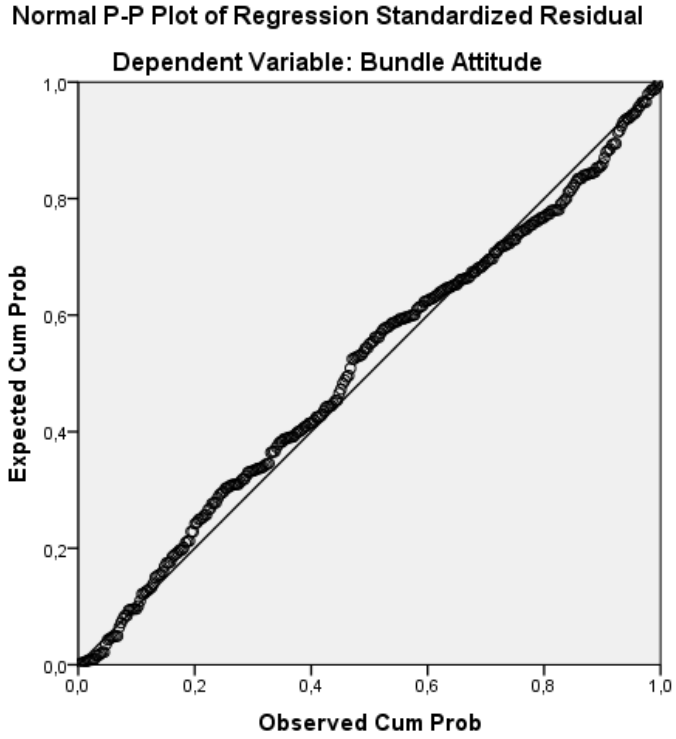
Index of moderated mediation (difference between conditional indirect effects):

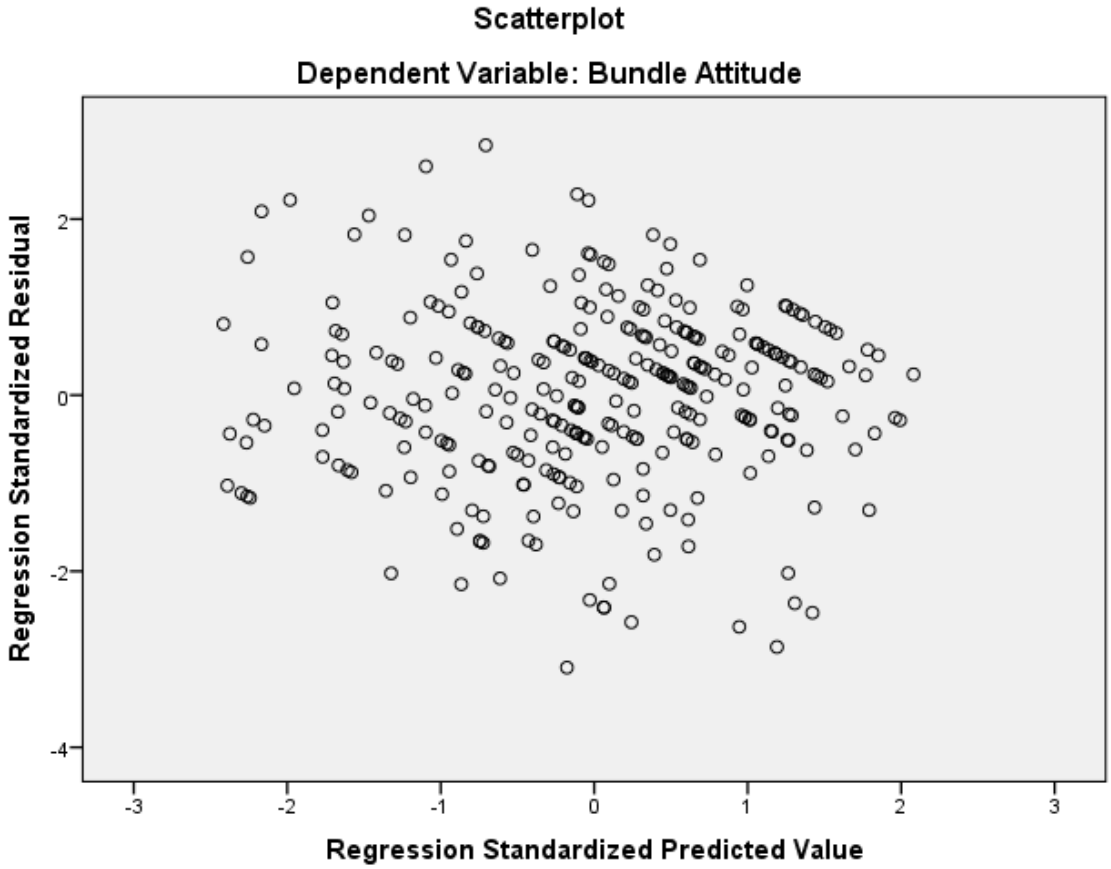
| | Index | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| W1 | -,0808 | ,0879 | -,2548 | ,0973 |
| W2 | -,0604 | ,0734 | -,2074 | ,0860 |
| W3 | -,1045 | ,0839 | -,2658 | ,0607 |

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

| Effect1 | Effect2 | Contrast | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|---|
| ,0591 | ,1399 | -,0808 | ,0879 | -,2548 | ,0973 |
| ,0795 | ,1399 | -,0604 | ,0734 | -,2074 | ,0860 |
| ,0354 | ,1399 | -,1045 | ,0839 | -,2658 | ,0607 |
| ,0795 | ,0591 | ,0205 | ,0758 | -,1306 | ,1715 |
| ,0354 | ,0591 | -,0236 | ,0878 | -,1990 | ,1477 |
| ,0354 | ,0795 | -,0441 | ,0750 | -,1906 | ,1055 |

PROCESS Mediation with PBG & PBL to Credibility to Attitude



```
************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 8
    Y  : BATT_BUN
    X  : PBL_BUN
    M  : CRED_BUN
    W  : Bun_Ty

Covariates:
 FAM_BR1  FAM_BR2  FAM_BR3  INV_PRCL KNO_PRCL PBG_BUN

Sample
Size:  307

Coding of categorical W variable for analysis:
 Bun_Ty     W1     W2     W3
   ,000   ,000   ,000   ,000
  1,000  1,000   ,000   ,000
  2,000   ,000  1,000   ,000
  3,000   ,000   ,000  1,000

**************************************************************************
OUTCOME VARIABLE:
 CRED_BUN

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6466      ,4181     1,2390    16,1911    13,0000   293,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     1,2320      ,3824     3,2218      ,0014      ,4794     1,9847
PBL_BUN       ,2313      ,1001     2,3103      ,0216      ,0343      ,4283
W1            ,2462      ,1925     1,2786      ,2020     -,1327      ,6250
W2            ,5381      ,1927     2,7930      ,0056      ,1589      ,9173
W3            ,6790      ,2009     3,3807      ,0008      ,2837     1,0744
Int_1         ,0286      ,1305      ,2190      ,8268     -,2282      ,2853
Int_2         ,0562      ,1229      ,4576      ,6476     -,1856      ,2980
Int_3         ,0978      ,1309      ,7474      ,4554     -,1598      ,3555
FAM_BR1       ,1650      ,0428     3,8548      ,0001      ,0808      ,2493
FAM_BR2       ,1424      ,0402     3,5436      ,0005      ,0633      ,2214
FAM_BR3       ,1283      ,0421     3,0488      ,0025      ,0455      ,2111
INV_PRCL      ,1036      ,0621     1,6676      ,0965     -,0187      ,2258
KNO_PRCL     -,1017      ,0561    -1,8140      ,0707     -,2120      ,0086
PBG_BUN       ,1175      ,0449     2,6185      ,0093      ,0292      ,2059

Product terms key:
 Int_1    :        PBL_BUN  x        W1
 Int_2    :        PBL_BUN  x        W2
 Int_3    :        PBL_BUN  x        W3

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0013      ,2114     3,0000   293,0000      ,8884

**************************************************************************
OUTCOME VARIABLE:
 BATT_BUN

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6922      ,4792     1,2261    19,1919    14,0000   292,0000      ,0000
```

Model

| | coeff | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | 1,2727 | ,3871 | 3,2877 | ,0011 | ,5108 | 2,0345 |
| PBL_BUN | ,0154 | ,1005 | ,1535 | ,8781 | -,1824 | ,2132 |
| CRED_BUN | ,6992 | ,0581 | 12,0314 | ,0000 | ,5849 | ,8136 |
| W1 | ,1990 | ,1920 | 1,0360 | ,3011 | -,1790 | ,5769 |
| W2 | ,2604 | ,1942 | 1,3408 | ,1810 | -,1218 | ,6426 |
| W3 | ,0951 | ,2037 | ,4667 | ,6411 | -,3058 | ,4959 |
| Int_1 | ,0526 | ,1298 | ,4051 | ,6857 | -,2029 | ,3080 |
| Int_2 | -,0958 | ,1223 | -,7832 | ,4341 | -,3364 | ,1449 |
| Int_3 | ,0353 | ,1303 | ,2705 | ,7870 | -,2213 | ,2918 |
| FAM_BR1 | -,0094 | ,0437 | -,2151 | ,8298 | -,0953 | ,0765 |
| FAM_BR2 | ,0498 | ,0408 | 1,2202 | ,2234 | -,0305 | ,1301 |
| FAM_BR3 | -,0163 | ,0425 | -,3830 | ,7020 | -,1000 | ,0674 |
| INV_PRCL | ,0199 | ,0621 | ,3211 | ,7484 | -,1022 | ,1421 |
| KNO_PRCL | -,0383 | ,0561 | -,6820 | ,4958 | -,1486 | ,0721 |
| PBG_BUN | ,0396 | ,0452 | ,8770 | ,3812 | -,0493 | ,1285 |

Product terms key:

| | | | | |
|---|---|---|---|---|
| Int_1 | : | PBL_BUN | x | W1 |
| Int_2 | : | PBL_BUN | x | W2 |
| Int_3 | : | PBL_BUN | x | W3 |

Test(s) of highest order unconditional interaction(s):

| | R2-chng | F | df1 | df2 | p |
|---|---|---|---|---|---|
| X*W | ,0040 | ,7501 | 3,0000 | 292,0000 | ,5230 |

********** DIRECT AND INDIRECT EFFECTS OF X ON Y **********

Conditional direct effect(s) of X on Y:

| Bun_Ty | Effect | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| ,0000 | ,0154 | ,1005 | ,1535 | ,8781 | -,1824 | ,2132 |
| 1,0000 | ,0680 | ,0887 | ,7664 | ,4441 | -,1066 | ,2427 |
| 2,0000 | -,0803 | ,0746 | -1,0767 | ,2825 | -,2272 | ,0665 |
| 3,0000 | ,0507 | ,0887 | ,5710 | ,5684 | -,1240 | ,2253 |

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

PBL_BUN -> CRED_BUN -> BATT_BUN

| Bun_Ty | Effect | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| ,0000 | ,1617 | ,0867 | -,0092 | ,3346 |
| 1,0000 | ,1817 | ,0633 | ,0499 | ,2998 |
| 2,0000 | ,2010 | ,0447 | ,1095 | ,2847 |
| 3,0000 | ,2301 | ,0590 | ,1119 | ,3451 |

Index of moderated mediation (difference between conditional indirect effects):

| | Index | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| W1 | ,0200 | ,1033 | -,1829 | ,2250 |
| W2 | ,0393 | ,0951 | -,1471 | ,2281 |
| W3 | ,0684 | ,1039 | -,1347 | ,2731 |

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

| Effect1 | Effect2 | Contrast | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|---|
| ,1817 | ,1617 | ,0200 | ,1033 | -,1829 | ,2250 |
| ,2010 | ,1617 | ,0393 | ,0951 | -,1471 | ,2281 |
| ,2301 | ,1617 | ,0684 | ,1039 | -,1347 | ,2731 |
| ,2010 | ,1817 | ,0193 | ,0748 | -,1257 | ,1675 |
| ,2301 | ,1817 | ,0484 | ,0837 | -,1127 | ,2162 |
| ,2301 | ,2010 | ,0291 | ,0713 | -,1126 | ,1680 |

```
************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 8
    Y  : BATT_BUN
    X  : PBG_BUN
    M  : CRED_BUN
    W  : Bun_Ty

Covariates:
 FAM_BR1  FAM_BR2  FAM_BR3  INV_PRCL KNO_PRCL PBL_BUN

Sample
Size:  307

Coding of categorical W variable for analysis:
 Bun_Ty     W1     W2     W3
   ,000   ,000   ,000   ,000
  1,000  1,000   ,000   ,000
  2,000   ,000  1,000   ,000
  3,000   ,000   ,000  1,000

**************************************************************************
OUTCOME VARIABLE:
 CRED_BUN

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6505      ,4232     1,2280    16,5371    13,0000   293,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,6603      ,3505     1,8838      ,0606     -,0296     1,3502
PBG_BUN       ,2284      ,0904     2,5272      ,0120      ,0505      ,4063
W1            ,3468      ,2069     1,6759      ,0948     -,0604      ,7540
W2            ,6409      ,2044     3,1353      ,0019      ,2386     1,0433
W3            ,7186      ,2156     3,3325      ,0010      ,2942     1,1430
Int_1        -,1112      ,1259     -,8835      ,3777     -,3590      ,1365
Int_2        -,1022      ,1192     -,8572      ,3920     -,3369      ,1325
Int_3        -,2293      ,1273    -1,8008      ,0728     -,4800      ,0213
FAM_BR1       ,1576      ,0429     3,6774      ,0003      ,0733      ,2420
FAM_BR2       ,1400      ,0403     3,4785      ,0006      ,0608      ,2192
FAM_BR3       ,1332      ,0420     3,1730      ,0017      ,0506      ,2158
INV_PRCL      ,1059      ,0614     1,7248      ,0856     -,0149      ,2267
KNO_PRCL     -,1008      ,0557    -1,8082      ,0716     -,2105      ,0089
PBL_BUN       ,2808      ,0449     6,2553      ,0000      ,1924      ,3691

Product terms key:
 Int_1    :        PBG_BUN  x        W1
 Int_2    :        PBG_BUN  x        W2
 Int_3    :        PBG_BUN  x        W3

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0064     1,0859     3,0000   293,0000      ,3553

**************************************************************************
OUTCOME VARIABLE:
 BATT_BUN

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6923      ,4793     1,2259    19,2002    14,0000   292,0000      ,0000
```

Model

| | coeff | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | 1,4465 | ,3524 | 4,1053 | ,0001 | ,7530 | 2,1400 |
| PBG_BUN | ,0037 | ,0913 | ,0410 | ,9673 | -,1759 | ,1834 |
| CRED_BUN | ,7057 | ,0584 | 12,0893 | ,0000 | ,5908 | ,8205 |
| W1 | ,1651 | ,2077 | ,7950 | ,4273 | -,2437 | ,5739 |
| W2 | ,2131 | ,2076 | 1,0261 | ,3057 | -,1956 | ,6217 |
| W3 | ,1311 | ,2195 | ,5970 | ,5509 | -,3010 | ,5631 |
| Int_1 | -,0524 | ,1259 | -,4164 | ,6774 | -,3003 | ,1954 |
| Int_2 | ,0279 | ,1193 | ,2336 | ,8155 | -,2069 | ,2626 |
| Int_3 | ,1358 | ,1279 | 1,0618 | ,2892 | -,1160 | ,3876 |
| FAM_BR1 | -,0012 | ,0438 | -,0275 | ,9781 | -,0874 | ,0850 |
| FAM_BR2 | ,0481 | ,0410 | 1,1716 | ,2423 | -,0327 | ,1289 |
| FAM_BR3 | -,0195 | ,0427 | -,4565 | ,6483 | -,1034 | ,0645 |
| INV_PRCL | ,0178 | ,0616 | ,2893 | ,7725 | -,1035 | ,1392 |
| KNO_PRCL | -,0406 | ,0560 | -,7241 | ,4696 | -,1508 | ,0697 |
| PBL_BUN | -,0018 | ,0477 | -,0377 | ,9699 | -,0958 | ,0922 |

Product terms key:

| | | | | |
|---|---|---|---|---|
| Int_1 | : | PBG_BUN | x | W1 |
| Int_2 | : | PBG_BUN | x | W2 |
| Int_3 | : | PBG_BUN | x | W3 |

Test(s) of highest order unconditional interaction(s):

| | R2-chng | F | df1 | df2 | p |
|---|---|---|---|---|---|
| X*W | ,0041 | ,7706 | 3,0000 | 292,0000 | ,5113 |

****************** DIRECT AND INDIRECT EFFECTS OF X ON Y ****************

Conditional direct effect(s) of X on Y:

| Bun_Ty | Effect | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| ,0000 | ,0037 | ,0913 | ,0410 | ,9673 | -,1759 | ,1834 |
| 1,0000 | -,0487 | ,0904 | -,5385 | ,5907 | -,2267 | ,1293 |
| 2,0000 | ,0316 | ,0784 | ,4029 | ,6873 | -,1228 | ,1860 |
| 3,0000 | ,1396 | ,0912 | 1,5305 | ,1270 | -,0399 | ,3191 |

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

PBG_BUN -> CRED_BUN -> BATT_BUN

| Bun_Ty | Effect | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| ,0000 | ,1612 | ,0790 | -,0004 | ,3154 |
| 1,0000 | ,0827 | ,0678 | -,0409 | ,2248 |
| 2,0000 | ,0891 | ,0488 | -,0135 | ,1827 |
| 3,0000 | -,0006 | ,0691 | -,1331 | ,1375 |

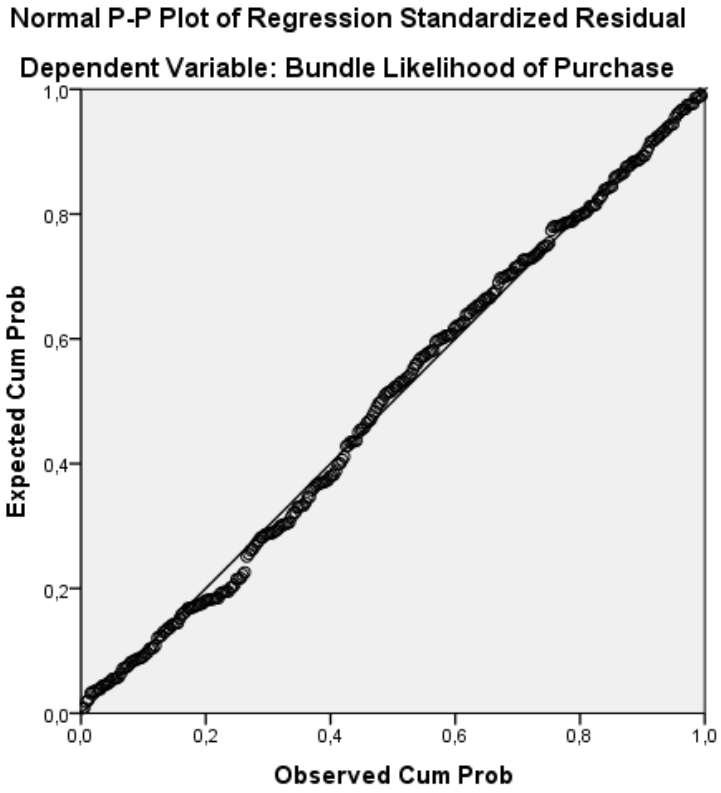
Index of moderated mediation (difference between conditional indirect effects):

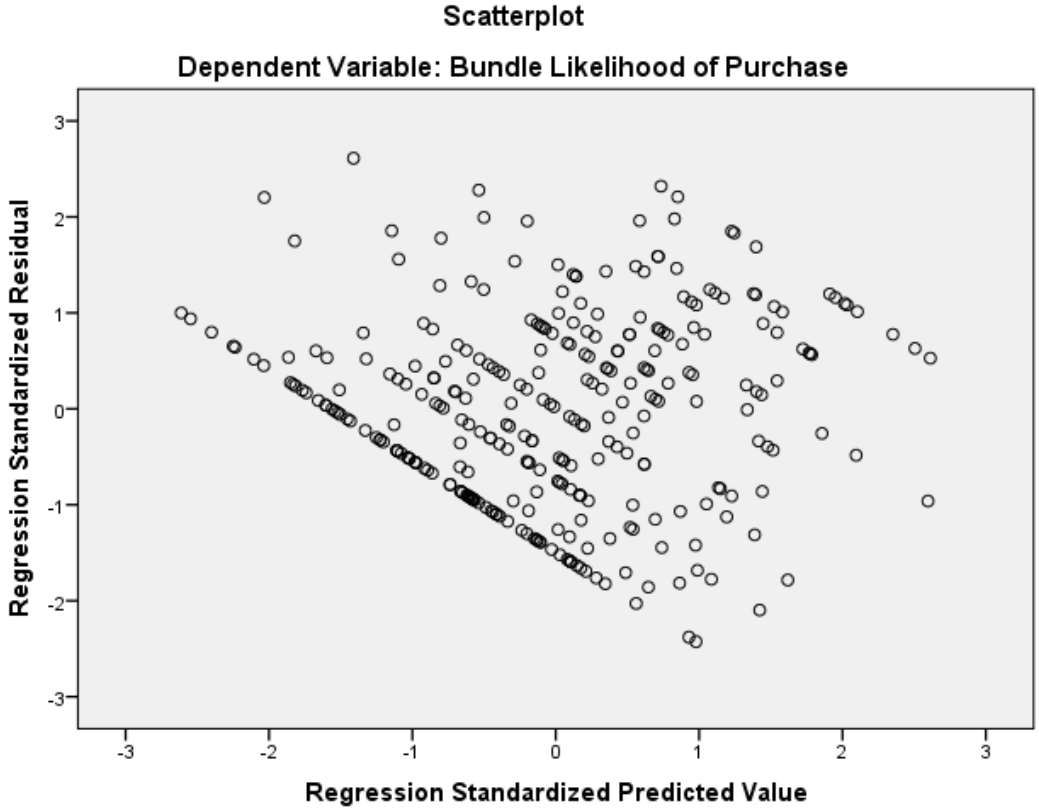
| | Index | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| W1 | -,0785 | ,1056 | -,2775 | ,1349 |
| W2 | -,0721 | ,0920 | -,2550 | ,1130 |
| W3 | -,1618 | ,1035 | -,3664 | ,0463 |

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

| Effect1 | Effect2 | Contrast | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|---|
| ,0827 | ,1612 | -,0785 | ,1056 | -,2775 | ,1349 |
| ,0891 | ,1612 | -,0721 | ,0920 | -,2550 | ,1130 |
| -,0006 | ,1612 | -,1618 | ,1035 | -,3664 | ,0463 |
| ,0891 | ,0827 | ,0064 | ,0816 | -,1615 | ,1569 |
| -,0006 | ,0827 | -,0833 | ,0956 | -,2761 | ,0984 |
| -,0006 | ,0891 | -,0897 | ,0851 | -,2533 | ,0810 |

PROCESS Mediation with PBG & PBL to Credibility to Likelihood of purchase



```
************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 8
    Y  : LOP
    X  : PBL_BUN
    M  : CRED_BUN
    W  : Bun_Ty

Covariates:
 FAM_BR1  FAM_BR2  FAM_BR3  INV_PRCL KNO_PRCL PBG_BUN

Sample
Size:  307

Coding of categorical W variable for analysis:
 Bun_Ty     W1     W2     W3
   ,000   ,000   ,000   ,000
  1,000  1,000   ,000   ,000
  2,000   ,000  1,000   ,000
  3,000   ,000   ,000  1,000

**************************************************************************
OUTCOME VARIABLE:
 CRED_BUN

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6466      ,4181     1,2390    16,1911    13,0000   293,0000      ,0000

Model
             coeff         se          t          p       LLCI       ULCI
constant     1,2320      ,3824     3,2218      ,0014      ,4794     1,9847
PBL_BUN       ,2313      ,1001     2,3103      ,0216      ,0343      ,4283
W1            ,2462      ,1925     1,2786      ,2020     -,1327      ,6250
W2            ,5381      ,1927     2,7930      ,0056      ,1589      ,9173
W3            ,6790      ,2009     3,3807      ,0008      ,2837     1,0744
Int_1         ,0286      ,1305      ,2190      ,8268     -,2282      ,2853
Int_2         ,0562      ,1229      ,4576      ,6476     -,1856      ,2980
Int_3         ,0978      ,1309      ,7474      ,4554     -,1598      ,3555
FAM_BR1       ,1650      ,0428     3,8548      ,0001      ,0808      ,2493
FAM_BR2       ,1424      ,0402     3,5436      ,0005      ,0633      ,2214
FAM_BR3       ,1283      ,0421     3,0488      ,0025      ,0455      ,2111
INV_PRCL      ,1036      ,0621     1,6676      ,0965     -,0187      ,2258
KNO_PRCL     -,1017      ,0561    -1,8140      ,0707     -,2120      ,0086
PBG_BUN       ,1175      ,0449     2,6185      ,0093      ,0292      ,2059

Product terms key:
 Int_1    :        PBL_BUN  x        W1
 Int_2    :        PBL_BUN  x        W2
 Int_3    :        PBL_BUN  x        W3

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0013      ,2114     3,0000   293,0000      ,8884

**************************************************************************
OUTCOME VARIABLE:
 LOP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,7229      ,5226     1,6659    22,8359    14,0000   292,0000      ,0000
```

Model

| | coeff | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | -1,0342 | ,4512 | -2,2921 | ,0226 | -1,9223 | -,1462 |
| PBL_BUN | ,1602 | ,1171 | 1,3678 | ,1724 | -,0703 | ,3908 |
| CRED_BUN | ,5713 | ,0677 | 8,4341 | ,0000 | ,4380 | ,7047 |
| W1 | -,1355 | ,2239 | -,6054 | ,5454 | -,5761 | ,3050 |
| W2 | ,1479 | ,2264 | ,6532 | ,5142 | -,2977 | ,5934 |
| W3 | ,0857 | ,2374 | ,3611 | ,7183 | -,3815 | ,5530 |
| Int_1 | ,1551 | ,1513 | 1,0254 | ,3060 | -,1426 | ,4529 |
| Int_2 | -,0322 | ,1425 | -,2261 | ,8213 | -,3127 | ,2482 |
| Int_3 | ,2186 | ,1519 | 1,4390 | ,1512 | -,0804 | ,5176 |
| FAM_BR1 | ,0325 | ,0509 | ,6389 | ,5234 | -,0676 | ,1327 |
| FAM_BR2 | ,1119 | ,0476 | 2,3519 | ,0193 | ,0183 | ,2055 |
| FAM_BR3 | ,1324 | ,0496 | 2,6706 | ,0080 | ,0348 | ,2299 |
| INV_PRCL | -,0682 | ,0723 | -,9428 | ,3466 | -,2106 | ,0742 |
| KNO_PRCL | ,0981 | ,0654 | 1,5010 | ,1344 | -,0305 | ,2268 |
| PBG_BUN | ,0925 | ,0527 | 1,7564 | ,0801 | -,0111 | ,1961 |

Product terms key:

| | | | | |
|---|---|---|---|---|
| Int_1 | : | PBL_BUN | x | W1 |
| Int_2 | : | PBL_BUN | x | W2 |
| Int_3 | : | PBL_BUN | x | W3 |

Test(s) of highest order unconditional interaction(s):

| | R2-chng | F | df1 | df2 | p |
|---|---|---|---|---|---|
| X*W | ,0079 | 1,6114 | 3,0000 | 292,0000 | ,1868 |

********** DIRECT AND INDIRECT EFFECTS OF X ON Y **********

Conditional direct effect(s) of X on Y:

| Bun_Ty | Effect | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| ,0000 | ,1602 | ,1171 | 1,3678 | ,1724 | -,0703 | ,3908 |
| 1,0000 | ,3154 | ,1034 | 3,0488 | ,0025 | ,1118 | ,5189 |
| 2,0000 | ,1280 | ,0870 | 1,4720 | ,1421 | -,0431 | ,2991 |
| 3,0000 | ,3789 | ,1034 | 3,6622 | ,0003 | ,1753 | ,5824 |

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

PBL_BUN -> CRED_BUN -> LOP

| Bun_Ty | Effect | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| ,0000 | ,1321 | ,0698 | -,0052 | ,2723 |
| 1,0000 | ,1485 | ,0518 | ,0408 | ,2469 |
| 2,0000 | ,1643 | ,0393 | ,0858 | ,2431 |
| 3,0000 | ,1880 | ,0514 | ,0891 | ,2900 |

Index of moderated mediation (difference between conditional indirect effects):

| | Index | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| W1 | ,0163 | ,0826 | -,1516 | ,1766 |
| W2 | ,0321 | ,0776 | -,1220 | ,1877 |
| W3 | ,0559 | ,0841 | -,1155 | ,2214 |

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

| Effect1 | Effect2 | Contrast | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|---|
| ,1485 | ,1321 | ,0163 | ,0826 | -,1516 | ,1766 |
| ,1643 | ,1321 | ,0321 | ,0776 | -,1220 | ,1877 |
| ,1880 | ,1321 | ,0559 | ,0841 | -,1155 | ,2214 |
| ,1643 | ,1485 | ,0158 | ,0604 | -,1014 | ,1384 |
| ,1880 | ,1485 | ,0396 | ,0686 | -,0947 | ,1775 |
| ,1880 | ,1643 | ,0238 | ,0587 | -,0955 | ,1373 |

```
************** PROCESS Procedure for SPSS Version 3.3 ******************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**************************************************************************
Model  : 8
    Y  : LOP
    X  : PBG_BUN
    M  : CRED_BUN
    W  : Bun_Ty

Covariates:
 FAM_BR1  FAM_BR2  FAM_BR3  INV_PRCL KNO_PRCL PBL_BUN

Sample
Size:  307

Coding of categorical W variable for analysis:
 Bun_Ty     W1     W2     W3
   ,000   ,000   ,000   ,000
  1,000  1,000   ,000   ,000
  2,000   ,000  1,000   ,000
  3,000   ,000   ,000  1,000

**************************************************************************
OUTCOME VARIABLE:
 CRED_BUN

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,6505      ,4232     1,2280    16,5371    13,0000   293,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,6603      ,3505     1,8838      ,0606     -,0296     1,3502
PBG_BUN       ,2284      ,0904     2,5272      ,0120      ,0505      ,4063
W1            ,3468      ,2069     1,6759      ,0948     -,0604      ,7540
W2            ,6409      ,2044     3,1353      ,0019      ,2386     1,0433
W3            ,7186      ,2156     3,3325      ,0010      ,2942     1,1430
Int_1        -,1112      ,1259     -,8835      ,3777     -,3590      ,1365
Int_2        -,1022      ,1192     -,8572      ,3920     -,3369      ,1325
Int_3        -,2293      ,1273    -1,8008      ,0728     -,4800      ,0213
FAM_BR1       ,1576      ,0429     3,6774      ,0003      ,0733      ,2420
FAM_BR2       ,1400      ,0403     3,4785      ,0006      ,0608      ,2192
FAM_BR3       ,1332      ,0420     3,1730      ,0017      ,0506      ,2158
INV_PRCL      ,1059      ,0614     1,7248      ,0856     -,0149      ,2267
KNO_PRCL     -,1008      ,0557    -1,8082      ,0716     -,2105      ,0089
PBL_BUN       ,2808      ,0449     6,2553      ,0000      ,1924      ,3691

Product terms key:
 Int_1    :        PBG_BUN  x        W1
 Int_2    :        PBG_BUN  x        W2
 Int_3    :        PBG_BUN  x        W3

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0064     1,0859     3,0000   293,0000      ,3553

**************************************************************************
OUTCOME VARIABLE:
 LOP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,7194      ,5176     1,6835    22,3781    14,0000   292,0000      ,0000
```

Model

| | coeff | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| constant | -1,5430 | ,4129 | -3,7369 | ,0002 | -2,3557 | -,7303 |
| PBG_BUN | ,1435 | ,1070 | 1,3412 | ,1809 | -,0671 | ,3540 |
| CRED_BUN | ,5741 | ,0684 | 8,3934 | ,0000 | ,4395 | ,7088 |
| W1 | -,1104 | ,2434 | -,4534 | ,6506 | -,5894 | ,3687 |
| W2 | ,1231 | ,2433 | ,5059 | ,6133 | -,3558 | ,6020 |
| W3 | ,1676 | ,2572 | ,6517 | ,5151 | -,3386 | ,6739 |
| Int_1 | -,0215 | ,1476 | -,1455 | ,8844 | -,3120 | ,2690 |
| Int_2 | -,1586 | ,1398 | -1,1346 | ,2575 | -,4337 | ,1165 |
| Int_3 | -,0242 | ,1499 | -,1613 | ,8720 | -,3193 | ,2709 |
| FAM_BR1 | ,0372 | ,0513 | ,7242 | ,4695 | -,0638 | ,1382 |
| FAM_BR2 | ,1011 | ,0481 | 2,1024 | ,0364 | ,0065 | ,1958 |
| FAM_BR3 | ,1345 | ,0500 | 2,6909 | ,0075 | ,0361 | ,2329 |
| INV_PRCL | -,0633 | ,0722 | -,8763 | ,3816 | -,2055 | ,0789 |
| KNO_PRCL | ,1005 | ,0656 | 1,5313 | ,1268 | -,0287 | ,2297 |
| PBL_BUN | ,2425 | ,0560 | 4,3335 | ,0000 | ,1324 | ,3526 |

Product terms key:

| | | | | |
|---|---|---|---|---|
| Int_1 | : | PBG_BUN | x | W1 |
| Int_2 | : | PBG_BUN | x | W2 |
| Int_3 | : | PBG_BUN | x | W3 |

Test(s) of highest order unconditional interaction(s):

| | R2-chng | F | df1 | df2 | p |
|---|---|---|---|---|---|
| X*W | ,0028 | ,5747 | 3,0000 | 292,0000 | ,6320 |

********** DIRECT AND INDIRECT EFFECTS OF X ON Y **********

Conditional direct effect(s) of X on Y:

| Bun_Ty | Effect | se | t | p | LLCI | ULCI |
|---|---|---|---|---|---|---|
| ,0000 | ,1435 | ,1070 | 1,3412 | ,1809 | -,0671 | ,3540 |
| 1,0000 | ,1220 | ,1060 | 1,1511 | ,2507 | -,0866 | ,3306 |
| 2,0000 | -,0151 | ,0919 | -,1646 | ,8694 | -,1961 | ,1658 |
| 3,0000 | ,1193 | ,1069 | 1,1160 | ,2653 | -,0911 | ,3296 |

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

PBG_BUN -> CRED_BUN -> LOP

| Bun_Ty | Effect | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| ,0000 | ,1311 | ,0647 | ,0035 | ,2603 |
| 1,0000 | ,0673 | ,0560 | -,0391 | ,1842 |
| 2,0000 | ,0725 | ,0396 | -,0082 | ,1487 |
| 3,0000 | -,0005 | ,0566 | -,1075 | ,1152 |

Index of moderated mediation (difference between conditional indirect effects):

| | Index | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|
| W1 | -,0639 | ,0844 | -,2250 | ,1043 |
| W2 | -,0587 | ,0748 | -,2079 | ,0871 |
| W3 | -,1317 | ,0853 | -,2982 | ,0378 |

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

| Effect1 | Effect2 | Contrast | BootSE | BootLLCI | BootULCI |
|---|---|---|---|---|---|
| ,0673 | ,1311 | -,0639 | ,0844 | -,2250 | ,1043 |
| ,0725 | ,1311 | -,0587 | ,0748 | -,2079 | ,0871 |
| -,0005 | ,1311 | -,1317 | ,0853 | -,2982 | ,0378 |
| ,0725 | ,0673 | ,0052 | ,0664 | -,1305 | ,1304 |
| -,0005 | ,0673 | -,0678 | ,0795 | -,2287 | ,0852 |
| -,0005 | ,0725 | -,0730 | ,0685 | -,2060 | ,0669 |

## German Abstract

„Perceived Brand Globalness“ (PBG) und „Perceived Brand Localness” (PBL) sind moderne Marketing-Konstrukte, welche vor allem in den letzten Jahren stark an Momentum gewonnen haben. PBG & PBL betrachten die Auffassung von Konsumenten gegenüber Marken oder Produkten und deren zugehörige Assoziation von lokal oder global. Beide Begriffe wurden in der Vergangenheit bereits erfolgreich getestet und zeigen eine positive Auswirkung auf Einstellung und Verhalten gegenüber Marken. Diese Erkenntnisse eröffneten neue Möglichkeiten um den Bedarf der Konsumenten zu decken.

Angesichts der Tatsache, dass PBG & PBL noch relativ neu in der Marketingliteratur sind, wurde bisher keine Verknüpfung zu Produktbündeln oder Verbundverkäufen durchgeführt. Das Hauptaugenmerk in der Verbindung von PBG & PBL zu Produktbündeln besteht darin, die Auffassung der Konsumenten der Marken besser zu verstehen und die Effekte und Auswirkungen von PBG & PBL zu Einstellung und Verhalten zu entwirren. Zusammengefasst beschäftigt sich diese Masterarbeit mit der Verbindung von PBG & PBL zu Produktbündeln.

Um die Verbindung von PBG & PBL zu Produktbündeln zu untersuchen wurde eine experimentelle online Studie mit 307 Teilnehmern in Österreich durchgeführt. Die Teilnehmer bewerteten vier verschiedene Kombinationen aus Produktbündeln (pure global, mixed global, mixed lokal, lokal) in Bezug zu PBG & PBL und weiteren Variablen. Die Resultate zeigten, dass die Konsumenten erfolgreich zwischen verschiedenen Graden von PBG unterscheiden können. Bei PBL gab es jedoch Schwierigkeiten, Unterschiede zwischen den Gruppen wahrzunehmen. Gleichzeitig spielte jedoch PBL eine größere Rolle in Bezug zu Einstellung und Verhalten der Konsumenten. Dieser größere Einfluss konnte zwar nicht in allen Gruppen festgestellt werden, war aber eindeutig erkennbar. Weiters konnten die Konstrukte des Markenvertrauens (brand trust) und Glaubwürdigkeit von Marken (brand credibility) erfolgreich als Mediatoren von PBG & PBL zu Einstellung und Verhalten erfasst werden.

Die Resultate zeigen einige Auswirkungen dieser Studie in Bezug zur Marketingtheorie und zu Managementpraktiken. Erstens konnte festgestellt werden, dass nur PBL eine Rolle bei der Auffassung in Bezug zu Einstellung und Verhalten von Produktbündeln spielen. Zweitens konnte im Rahmen der Auffassung erkannt werden, dass PBG besser erkannt wird als PBL und damit die Auffassung von PBL überschattet. Drittens hatte PBL einen größeren Einfluss auf Einstellung und Verhalten von fast allen Bündel-Gruppen. Weiters konnten Markenvertrauen und Glaubwürdigkeit von Marken erfolgreich als Mediatoren identifiziert werden. Dies erlaubt weiteren Einblick in die Ursache von Präferenzen gegenüber lokalen oder globalen Marken.

Zudem konnte festgestellt werden, dass PBG & PBL kein Attribut von Produktbündeln darstellen welche mit dem Bedürfnis nach Vielfalt (variety seeking) zu tun hat.

Zusammenfassend zeigen die Resultate, dass PBG & PBL nicht zu vernachlässigende Konstrukte in Bezug auf Marketingtheorie sind, aber auch über Relevanz in der Praxis verfügen.

Schlüsselwörter: Perceived Brand Globalness, Perceived Brand Localness, Produktbündel, Bedürfnis nach Vielfalt, Markenvertrauen, Glaubwürdigkeit von Marken, Asymmetrie