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The Impact of Cosmopolitanism Disposition on Consumers' Willingness to Pay Price Premium Toward Global Vs Local Brands

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ABSTRACT

In response to the limited research concerning the evaluation of global and local brands by emerging market consumers, this study explores the role of consumer cosmopolitanism in shaping attitudes and willingness to pay premium prices. The research, conducted in Cairo using a mall intercept method with 385 respondents, employs Structural Equation Modeling (SEM) to analyze the data. Each participant evaluates one global and one local brand within the home appliances category. The study not only addresses a significant research gap but also innovatively profiles and segments cosmopolitan consumers, shedding light on their preferences and behaviors. The findings offer crucial insights for both marketing researchers and brand managers, guiding them in formulating appropriate strategies for global and local brands in emerging markets. This research stands out for its exploration of the intricate mechanisms behind consumer cosmopolitanism and its influence on consumers' willingness to invest in global brands over local counterparts, making a valuable contribution to the existing literature

Keywords: *Global brand, Local brand, Consumer cosmopolitanism, attitude toward global brand, willingness to pay price premium, perceived value*

Introduction:

In the 1970s and 1980s, American multinational corporations faced fierce competition from countries like West Germany, Japan, and Sweden, leading to a reevaluation of global strategies due to increased foreign investments, especially in the automobile industry. This era marked a surge in interest in global strategy research as globalization exposed consumers to diverse cultures, fostering positive attitudes toward foreign products. The concept of cosmopolitanism emerged, offering a framework to understand global interconnectedness in the face of blurred regional boundaries in international marketing. (Grimwade, 2000, Raskovic et al. 2013, and Witt, 2019)

Consumer cosmopolitanism, characterized by openness to foreign countries and products, is a crucial segmentation strategy in global markets, yet factors influencing preferences for foreign brands remain understudied. Global brands have a significant impact on consumer attitudes and behaviors in emerging markets, symbolizing economic and cultural influence. Developing economies often favor global brands for their perceived value and quality, despite varied research findings. (Riefler et al. 2012)

This study addresses a vital gap in literature by investigating the role of consumer cosmopolitanism in shaping preferences for global brands and its impact on local choices. Utilizing theoretical frameworks like social identity theory and the theory of reasoned action, the research is conducted in Egypt, a diverse emerging market. It explores how cosmopolitanism influences brand attitudes, associations, and willingness to pay, offering crucial insights into consumer preferences. Understanding these factors in markets like Egypt is essential for both global and local retailers, aiding them in navigating this competitive landscape. (Mann et al., 2018; Rodrigo et al., 2019; Srivastava and Balaji, 2018)

Literature review:

Global vs local:

In the modern marketplace, consumers face choices between global and local brands in various product categories. Global brands, known for their wide recognition and distribution, offer benefits like quality and potential cost savings due to standardization and economies of scale. They also convey prestige and social status. In contrast, local brands are deeply rooted in specific domestic markets, reflecting unique traditions and preferences. They stand out for their authenticity and connection to the local community, symbolizing cultural heritage and pride. (Dimofte et al. 2008, Schuiling and Kapferer 2004, and Ozsomer 2012)

Scholars emphasize that consumers value brands respecting cultural heritage, contributing to the national economy, and showing cultural sensitivity tailored to local needs. Some local brands become "local icons" due to their association with cultural symbols and national identity. Steenkamp and De Jong introduced the concepts of "localism" and "globalism," suggesting that these principles can coexist, influencing consumer attitudes.

This study explores perceptions of brand localness and globalness, examining how consumers categorize brands based on their perceived local or global presence. Local brands are defined by high locality and low globality, while global brands have high brand globalness and low brand localness. The research uses axial principles of localism and globalism to understand how consumers perceive and categorize brands. By uncovering these dynamics, the study aims to provide insights into the evolving global and local branding strategies, offering valuable understanding of consumer perception, brand identity, and market preferences. (Ozsomer, 2012)

Consumer cosmopolitanism (CCOS)

Cosmopolitanism, rooted in ancient Greek philosophy, rejects patriotism and emphasizes individual importance, evolving into a concept describing global citizens embracing diverse

cultures. In the business context, it signifies broad-mindedness and acceptance of diverse cultures, influencing consumer behavior. Cosmopolitan consumers value diversity, exploring products from different countries, with their choices influenced by attitudes, beliefs, and global brand appraisal, reflecting self-identity and social identity theory. (Hill, 1998)

Consumer cosmopolitanism involves emotional detachment from one's homeland, transcending borders, and signifies an attitude of curiosity about diverse cultures. This mindset impacts brand choice, shaped by factors like materialism and need for distinctiveness. Turner (2002)

While lacking a specific consumption domain, cosmopolitanism influences perceptions and behaviors across various areas, highlighting the complex interplay between individual inclinations, cultural diversity, and global market dynamics. (Zeugner-Roth et al., 2015)

Associative Network Models of Memory (ANMM) and Cognitive affective model (CA)

Consumer memory, within the framework of associative network models, comprises interconnected nodes representing stored information. These nodes, interconnected by relational linkages, store information with varying strengths, including product categories, brand names, features, and advantages. The links between nodes are given distinctive names, characterizing the relationships between them. Nodes become active when triggered, transmitting activation to nearby nodes through connecting links. As nodes activate more, the links between them strengthen, reflecting the principles of associative network theories (Collins and Quillian, 1972; Collins and Loftus, 1975; Raajmakers and Shiffrin, 1981).

Brand associations, organized as informative nodes within a network, constitute the brand image, representing how individuals perceive a brand's value. Evaluating brand equity involves recognizing robust, positive, and unique brand associations within consumer memory (Keller, 1993). Perceived brand value (PBV), a summary of brand qualities, encompasses both abstract and concrete elements. Consumers choose products and brands based on functional benefits and emotional reactions, expressing their cognitive and emotional self-concept through brands (Sirgy, 1982; Li et al., 1994).

Considering emotional, social, functional (price/value for money), and performance/quality values, the researcher defines Perceived Brand Value (PBV) as a composite of these factors (Sweeny and Soutar, 2001). These components shape consumers' attitudes and evaluations, reflecting the intricate interplay between cognitive, emotional, and functional aspects in consumer decision-making and memory processes.

Hypotheses development

Consumer cosmopolitanism (CCOS) and attitude toward global brand (ATGB)

Understanding consumer preferences for global brands involves considering diverse individual, national, and cultural characteristics. (Zhou et al., 2008) Consumer dispositions, influenced by personal attitudes towards local and global brands, are shaped by identity orientations and attitudes, as per Fishbein and Ajzen's Theory of Reasoned Action. Cosmopolitan consumers, impartial to their own and foreign groups, evaluate products based on values rather than country of origin, displaying openness to diverse cultures and foreign brands. (Kent and Burnight 1951)

Consumers favoring globalization and having affiliations with global communities tend to acquire foreign brands, indicating a positive correlation between their cosmopolitan orientations and preference for global brands. Global brands from developed nations reinforce consumers' global identities, potentially contributing to a cosmopolitan identity in emerging markets. (Strizhakova et al. 2011, and

Caldwell et al. 2006) Therefore, the proposed hypothesis suggests that consumer cosmopolitanism significantly influences attitudes toward global brands.

Consumer cosmopolitanism (CCOS) and willingness to pay a price premium (WTP)

Cosmopolitanism, characterized by individuals transcending local boundaries, signifies openness to diverse cultures and global engagement. Cosmopolitan consumers exhibit favorable attitudes toward international brands due to their world-mindedness, which is influenced by factors like economic development and cultural attributes. (Cleveland et al., 2009, and Riefler et al. 2012) Willingness to pay a price premium is a key predictor of brand purchase behavior, with recent studies confirming its impact. (Aaker 1996b, Blackston 1995, and Dyson et al. 1996) There is a positive association between consumer cosmopolitanism and willingness to pay, making it a relevant proxy for purchase intention. (Zhang et al. 2020, Konuk 2019, and Parts and Vida 2013). Two hypotheses are proposed: H2A states that cosmopolitanism significantly influences willingness to pay a premium for global brands (GB), and H2B suggests the same influence on willingness to pay for local brands (LB).

Attitude toward global brand and perceived brand value (PBV)

In the realm of social psychology research, attitudes play a crucial role in shaping human behavior, encompassing cognitive processes, emotional reactions, behavioral intentions, and prior patterns. Consumer attitudes towards brands are influenced by diverse sources and engagement-related activities, forming through information assimilation, direct engagement, and positive experiences. (Wilkie, 1994, and Meyer, 2008) Perceived Brand Value (PBV) assesses a brand's worth, considering quality, satisfaction, price, and effort, impacting brand acceptance and awareness. Functional value, including perceived quality and price, influences product utility perceptions, while emotional value arises from a product's ability to evoke emotions, significantly impacting consumer choices. Social value enhances self-image and social acceptance, reflecting social outcomes from consumption behavior. (Kirmani and Zeithaml 1993)

Consumer cosmopolitan-induced attitudes toward global brands significantly influence Perceived Brand Value for both global and local brands, impacting purchase decisions. These attitudes, particularly shaped by cosmopolitan perspectives, significantly impact perceived brand values, guiding consumer preferences and purchase decisions. This understanding forms hypotheses H3A and H3B, suggesting that consumer attitudes toward global brands significantly influence their perceived brand value for both global and local brands. Marketers must grasp these relationships to effectively meet consumer needs and enhance brand perceptions.

Perceived brand value (PBV) and willingness to pay a price premium (WTP)

Willingness to pay a price premium reflects the monetary value consumers are willing to pay for a preferred brand, influenced by overall brand equity and shaped by perceived value, which is in turn influenced by personal experiences and dimensions of Customer-Based Brand Equity (CBBE). (Aaker, 1996) The relationship between perceived value and willingness to pay a premium price has been emphasized by scholars like Aaker, Blackston, and Keller. Favorable brand associations, consistency, and vivid personal experiences significantly impact perceived value, leading to a higher willingness to pay a price premium, as indicated by Monroe's model and supported by studies by Kirmani,and Zeithaml, Sethuraman, and Cole.

Functional value, social values, and emotional value influence the willingness to pay a premium, highlighting their importance in consumer decision-making processes. (Zhang et al. 2018) The researcher proposed hypotheses suggesting that Perceived Brand Value significantly influences consumers' willingness to pay a premium for both

global and local brands (H4A and H4B). Additionally, Perceived Brand Value acts as a partial mediator between consumer cosmopolitanism-induced attitudes toward global brands and willingness to pay a premium for both global and local brands (H5A and H5B). These hypotheses illuminate the complex relationship between attitudes, perceived value, and consumers' willingness to pay a premium for brands, providing insights into consumer behavior regarding brand preferences and financial decisions.

Profiling and segmenting cosmopolitan consumers

This study adopts a consumer-centric approach, emphasizing customer characteristics over country-specific traits for consumer segmentation, as highlighted by Riefler et al. (2012). It profiles consumers based on diverse consumption-related-attributes, alongside demographic factors. This multifaceted profiling aims to create a detailed consumer portrait, delving deeper than mere demographics to understand preferences and behaviors.

Crucially, the study incorporates consumers' cosmopolitan/localism orientation as a key segmentation criterion, recognizing its substantial impact on individual tastes and choices. This approach acknowledges the complex interplay between personal traits, cultural perspectives, and consumption patterns, providing a holistic understanding of consumer behavior. By employing these advanced segmentation techniques, the research aims to offer a nuanced view of consumer behavior, moving beyond traditional demographics to unravel the layers of attitudes and orientations. This precise approach aligns with the evolving landscape of consumer studies, providing invaluable insights for businesses and marketers aiming to tailor their strategies to diverse consumer segments.

Profiling a cosmopolitan consumer

A - Consumption Related

Characteristics as moderator

1. Consumer-innovativeness

Consumer innovativeness plays a central role in the diffusion of innovations theory, signifying a shift from habitual purchases to dynamic exploration of new products. It involves adopting new brands and products, deviating from previous choices, and is closely linked to consumer cosmopolitanism (CCOS).

This trait influences the adoption of novel products across various goods and services, with its impact contingent on innovation characteristics, marketing strategies, and contextual variables. (Midgley and Dowling, 1978)

Individuals' engagement with diverse cultures shapes their psychological acculturation, defining their identity and values. Highly adaptable individuals, known as cosmopolitans, readily embrace global behaviors due to their strong acculturation to global consumer culture. This openness leads them to readily accept innovative items, demonstrating a greater inclination to embrace new products and ideas compared to those less open to global influences. (Berry et al., 2002, and Cleveland and Laroche, 2007)

2. International experience

Consumer cosmopolitanism, shaped by activities like travel, social networks, expatriate experiences, exposure to foreign cultures, and global consumption patterns, enhances social and global awareness. Travel provides direct exposure to different customs, fostering familiarity and encouraging experimentation with products from diverse cultures. (Nijssen and Douglas, 2008; Riefler and Diamantopoulos, 2009; Riefler et al., 2012) A broad global social network deepens understanding and awareness of international matters, leading to increased receptivity to global influences.

3. Risk aversion

Risk aversion in product research refers to preferring certain outcomes over probabilistic

ones, and studies show an inverse link between risk aversion and cosmopolitan consumption behaviors. (Qualls and Puto, 1989)

Consumers often fear mistakes, inconveniences, or uncertainties in product attributes, making risk a significant factor in their decisions. (Yee and San, 2011, p. 49) Perceived risk acts as a barrier to cosmopolitanism, hindering openness to diverse products due to concerns about hygiene, availability, trust, and practicality. However, cosmopolitan customers, known for their open-mindedness, are more willing to take risks when exploring different cultures and products. (Edbring et al. 2016)

Consumers undergo a complex decision-making process, especially for high-involvement products, influenced by risk considerations. Less familiar foreign products are seen as riskier, leading people to prefer local options they are accustomed to.

Two proposed hypotheses (H6A and H6B) suggest that consumption-related characteristics moderate the relationship between consumer cosmopolitanism-induced attitude toward global brands and willingness to pay a premium for both local and global options.

B. Demographic characteristics as moderator

Age exhibits a negative correlation with Consumer Cosmopolitanism (CCOS) in contexts like Korea, Hungary, and Sweden, with younger individuals being more open-minded due to exposure to globalization and online platforms. (Cleveland et al. (2009)

Education level is associated with CCOS, as higher education often leads to exposure to diverse cultures and cosmopolitan attitudes. (Cleveland et al., 2009 and Meyers-Levy, 1988) While some studies present conflicting findings, research highlights a positive correlation between Cosmopolitanism (COS) and education. (Diamantopoulos and Riefler 2009)

Regarding gender differences, women, characterized by communal behavior, tend to exhibit a stronger cosmopolitan identity (Cleveland et al., 2003), although Riefler et al. (2012) shows no significant gender bias in Consumer Cosmopolitanism (CCOS). Multilingualism plays a vital role, shaping cosmopolitan attitudes by connecting individuals to various cultural environments. (Richard & Toffoli, 2009; Whorf, 1956) Studies emphasize the positive relationship between multilingualism and CCOS, highlighting the importance of language in fostering cosmopolitan perspectives

(Cleveland et al., 2011(a) and Beckmann et al. 2001)

Individuals with higher incomes, often possessing superior education, tend to embrace globalization's consumption options and have the means to do so. Higher income influences product selection, allowing for the purchase of items associated with social status. (Keillor, D'Amico, and Horton, 2001).

Therefore, it's hypothesized (H7A,H7B) that demographic characteristics will moderate the relationship between consumer cosmopolitanism-induced attitudes toward global brands and willingness to pay a price premium for global and local brand.

Segmenting Cosmopolitan Consumers

Market segmentation is vital for enhancing marketing strategies, allowing companies to understand diverse consumer needs and implement targeted marketing efforts. This study employs cosmopolitanism and localism segmentation these orientations is crucial for marketers to tailor strategies effectively for this consumer segment, ensuring nuanced and targeted approaches.

Conceptual model

This research framework, illustrated in Figures 1a and 1b, integrates social identity theory, theory of reasoned action, cognitive-affective model, and associative networks of memory model. It explores how consumer cosmopolitanism

influences attitudes towards global brands (ATGB). The interplay of these theories and their impact on willingness to pay price premiums is studied, distinguishing between global (Figure 1a) and local (Figure 1b) brands. The ultimate outcome variable is consumers' willingness to pay (WTP), reflecting the influence of ATGB and brand association on their readiness to pay a price premium for both global and local brands.

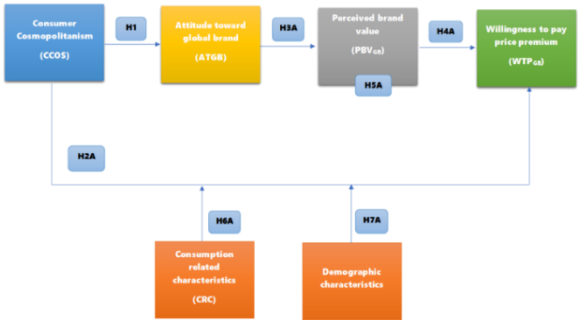


Figure 2. 1 Conceptual Model (1a) of cosmopolitanism disposition affects attitude towards global brand, Perceived brand value and WTP toward global brand

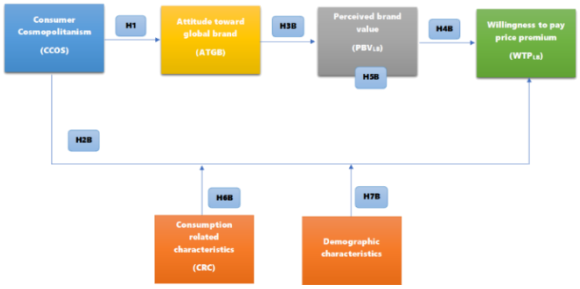


Figure 2. 2 Cross Effect (model 1b local brand)

Research methodology

The research methodology employed a positivist philosophy, emphasizing breaking down concepts for statistical analysis to enhance objectivity. It focused on investigating quantifiable aspects of consumer cosmopolitanism's impact on attitudes and willingness to pay for global versus local brands. The deductive approach using hypothesis testing was adopted, aiming to broaden understanding and increase the study's usefulness.

The study's design was conclusive, descriptive, and explanatory, relying on empirical research primarily using quantitative methods. The target population consisted of urban consumers of household appliances, specifically TVs, in Egypt's governorates. A representative sample of 385 consumers was selected through a mall intercept method during weekdays at various times. The chosen malls included btech stores offering both global (Samsung) and local (Tornado) brands of home appliances.

A structured questionnaire, adapted from the literature review, was used in English and translated into Arabic. Data were collected from consumers who had previous experience with or intended to buy home appliances, focusing on TVs. The data collection period spanned from August to September 2022. Descriptive data analysis techniques, including graphs and charts, were utilized to present the outcomes, while statistical methods were applied for interpretation.

Statistical analysis employed SPSS 20.0 for descriptive analysis and AMOS 26.0 for structural equation modeling to test hypotheses. Goodness Fit Indices were used to assess the model fit. Reliability was evaluated using Cronbach's alpha, with values above 0.7 indicating internal consistency. Confirmatory factor analysis in AMOS 26.0 was employed to establish instrument validity, ensuring the study's robustness and accuracy in capturing the intended constructs

Hypotheses -Testing Approach

Principal components analysis and Cronbach's alpha results.

Before testing our hypotheses, to assess the interrelationship of Consumer cosmopolitanism

and attitude toward global brand with perceived value GB &LB and their impact on both willingness to pay price premium GB &LB, the authors run the Factor Analysis by using a principal components analysis, we were able to reduce the dimensionality of the predictor variables. We applied a 1.00 eigenvalue cutoff. The loadings on the rotated factors are displayed. Apart from the fact that all drivers load on just one factor, the resulting factor structure is rich and all the factors are simply interpretable, in addition Cronbach's alpha was used to assess the research constructs' reliability. The reliability coefficients of all constructs exceeded the recommended threshold of 0.6 stated by Churchill (1979) and Nunnally and Bernstein (1994) as the reliability of statements ranges from 0.757 to 0.952 for main indicators and for sub indicators, it ranges from 0.834 to 0.933. Also, the values of average item correlation indicate the validity of the questionnaire.

Results

Shown in (table 1), the hypothesis explaining the relationship between consumer cosmopolitanism and ATGB was positive and significant thereby supporting H1 (β = 0.69, t-value=42.52 ; p<0.01)

While H2a was supported by the hypothesis explaining the association between consumer cosmopolitanism and WTPGB, which was positive and significant (β = 0.42, t-value= 2.70; p<0.01). In terms of cross-effects, CCOS had a positive influence on WTPLB (β=0.28; t-value=3.86 p < 0.01), thereby Accepting H2b.

Similarly, ATGB significantly influences on perceived value GB (β=0.83; t-value=32.65 , p<0.01), The result support H3a. In terms of cross-effects, ATGB had a positive influence on perceived value LB (β=0.3; t-value=4.47 p < 0.01), thereby Accepting H3b.

The perceived value GB had a positive effect on its WTPGB, thereby supporting H4a (β=0.29; t-value=2.82; p ≤ 0.01). Whereas for a local brand perceived value (β=0.7; t-value=14.88; p < 0.01) had a positive influence on its WTPLB providing support to H4b. while the perceived value GB partially mediates the relationship between ATGB and WTPGB (β= 0.24; t-value=2.74; p < 0.01), Thereby accepting H5a.

Whereas for a local brand perceived value (β= 0.2; t-value=3.96; p < 0.01) partially mediates the relationship between CCOS and WTPLB, Thereby Accepting H5a.

In addition, CRC moderates the relationship between CCOS and WTPGB (β= 0.42; t-value=1.65;p > 0.01), thereby rejecting H6a. Whereas for cross effects model, CRC moderates the relationship between CCOS and WTPLB (β= -0.04; t-value= -0.17;p > 0.01), thereby rejecting H6b

Finally, demographic characteristics (e.g.: Only age (β= 0.3; t-value=2.40;p < 0.01) and Multilingualism (β=-0.6; t-value=-2.67;p < 0.01)) moderates the relationship between CCOS and WTPGB, thereby Partially accepting H7a. In terms of cross-effects, demographic characteristics (e.g.: Only age (β= -0.77; t-value= -3.12;p < 0.01)) moderates the relationship between CCOS and WTPLB, thereby Partially accepting H7b.

Even not formally hypothesized as presented in (Table 2), In the global model 2a, the results show that ATGB would have a positive influence on Functional value for quality (β= 0.8; t-value=32.44; p < 0.01) , functional value for price (β= 0.75; t-value=19.67.; p < 0.01) , social value (β= 0.68; t-value=16.26.; p < 0.01) and emotional value (β= 0.85; t-value=32.23.; p < 0.01). On the counterpart, In the local model 2b, the results show that ATGB would have a negative influence on Functional value for quality (β=-0.56; t-value=-32.55; p < 0.01) , but a positive influence on functional value for price (β= 0.29; t-value=4.21.; p < 0.01) , social value (β= 0.26; t-value=3.62.; p < 0.01) and emotional value (β= 0.3; t-value=4.32.; p < 0.01).

Furthermore, the results reveal in the global model 2a that only Functional value for quality (β= 0.6; t-value=19.67; p < 0.01) and emotional value (β= 0.3; t-value=2.63.; p < 0.01) would have positive influence in WTPGB.

According to these results, functional value for qualityGB (β= 0.55; t-value=4.49; p < 0.01) and emotional valueGB (β= 0.35; t-value=3.49; p < 0.01) only partially mediate the relationship between CCOS induced ATGB and WTPGB. Whereas for the local model 2b, the results reveal in that only Functional value for quality (β= 0.5; t-value=3.96; p < 0.01) would have positive influence in WTPLB.

Thereby, functional value for qualityLB (β= -0.31; t-value=-2.45; p < 0.01) only partially mediates the relationship between CCOS induced ATGB and WTPLB. In addition (The global model 2a), only international experience (β= 0.27; t-value=2.72.; p < 0.01) and risk aversion (β= -0.35; t-value=-5.15.; p < 0.01) moderate the relationship between CCOS and WTPGB in model 2a.

Similarly, international experience (β=-0.38; t-value=-3.03.; p < 0.01) and risk aversion(β= 0.11; t-value=2.15.; p < 0.01) moderate the relationship between CCOS and WTPLB in model 2b.

Finally, demographic characteristics (e.g.: Only age (β= 0.56; t-value=2.51; p ≤ 0.01) and Multilingualism (β=-0.6; t-value=-3.90; p < 0.01) moderate the relationship between CCOS and WTPGB.

But in the local model 2b, demographic characteristics (e.g.: Only age (β= 0.69; t-value=2.43; p ≤ 0.01) moderates the relationship between CCOS and WTPLB.

In terms of hypotheses testing, Table 1 and 2 summarize the main effects and moderator estimates of expected relationships.

Table 1. Relations Pathways for model 1a and 1b

Model 1a Global					Model 1b Cross Effect				
HP	Structural Path	Path Coefficient	t-value (p-value)	Accepted Or Rejected	HP	Structural Path	Path Coefficient	t-value (p-value)	Accepted Or Rejected
H1	CCOS*ATGB	0.6967113	42.52 (0.000)	Accepted	H1	CCOS*ATGB	0.6963266	42.55 (0.000)	Accepted
H2A	CCOS*WTP_{GB}	0.42	2.70 (0.005)	Accepted	H2B	CCOS* WTP_{LB}	0.28	3.86 (0.000)	Accepted
H3A	ATGB*PBV_{GB}	0.8327472	32.65 (0.000)	Accepted	H3B	ATGB*PBV_{LB}	0.3081673	4.47 (0.000)	Accepted
H4A	PBV_{GB}*WTP_{GB}	0.292258	2.82 (0.005)	Accepted	H4B	PBV_{LB}*WTP_{LB}	0.720925	14.88 (0.000)	Accepted
H5A	ATGB*PBV_{GB}*WTP_{GB} mediation	0.2474748	2.74 (0.006)	Accepted	H5B	ATGB*PBV_{LB}*WTP_{LB} mediation	0.2072468	3.96 (0.000)	Accepted
H6A	CCOS*Income*WTP_{GB} moderation	-0.0082728	-0.04 (0.971)	Rejected	H6B	CCOS*Income*WTP_{LB} moderation	-0.4030975	-1.74 (0.083)	Rejected
H6A	CCOS*Gender*WTP_{GB} moderation	0.3644491	1.51 (0.132)	Rejected	H6B	CCOS*Gender*WTP_{LB} moderation	-0.1026643	-0.40 (0.686)	Rejected
H6A	CCOS*Age*WTPGB moderation	0.3315675	2.40 (0.0006)	Accepted	H6B	CCOS*Age*WTP_{LB} moderation	-0.7733317	-3.12 (0.002)	Accepted
H6A	CCOS*Education*WTP_{GB} moderation	-0.0258267	-0.10 (0.919)	Rejected	H6B	CCOS*Education*WTP_{LB} moderation	0.3960553	1.53 (0.127)	Rejected
H6A	CCOS*Multilingualism*WTP_{GB} moderation	-0.6060794	-2.67 (0.008)	Accepted	H6B	CCOS*Multilingualism*WTP_{LB} moderation	-0.164972	-0.71 (0.480)	Rejected
H7A	CCOS*CRC*WTP_{GB} moderation	0.421265	1.65 (0.099)	Rejected	H7B	CCOS*CRC*WTP_{LB} moderation	-0.0461547	-0.17 (0.867)	Rejected

Table 2. Relations Pathways for model 2a and 2b

Model 2a Global					Model 2b Cross Effect				
HP	Structural Path	Path Coefficient	t-value	Accepted Or Rejected	HP	Structural Path	Path Coefficient	t-value	Accepted Or Rejected
H1	CCOS*ATGB	0.6967113	42.52 (0.000)	Accepted	H1	CCOS*ATGB	0.6963266	42.55 (0.000)	Accepted
H2A	CCOS*WTP_{GB}	0.42	30.44 (0.000	Accepted	H2B	CCOS* WTP_{LB}	0.22	3.62 (0.000)	Accepted
H3A	ATGB*$Quality_{GB}$	0.8346711	32.44 (0.000)	Accepted	H3B	ATGB*$Quality_{LB}$	-0.5963266	-32.55 (0.000)	Accepted
H3A	ATGB*$Price_{GB}$	0.7562551	19.67 (0.000)	Accepted	H3B	ATGB*$Price_{LB}$	0.2935145	4.21 (0.000)	Accepted
H3A	ATGB*$Social_{GB}$	0.6858007	16.26 (0.000)	Accepted	H3B	ATGB*$Social_{LB}$	0.2609281	3.62 (0.000)	Accepted
H3A	ATGB*$Emotional_{GB}$	0.8504877	32.23 (0.000)	Accepted	H3B	ATGB*$Emotional_{LB}$	0.3034696	4.32 (0.000)	Accepted
H4A	$Quality_{GB}$*WTP_{GB}	0.6562551	19.67 (0.000)	Accepted	H4B	$Quality_{LB}$*WTP_{LB}	0.5072468	3.96 (0.000)	Accepted
H4A	$Price_{GB}$*WTP_{GB}	0.1620205	1.72 (0.085)	Rejected	H4B	$Price_{LB}$*WTP_{LB}	-0.1084273	-0.74 (0.460)	Rejected
H4A	$Social_{GB}$*WTP_{GB}	-0.036301	-0.40 (0.692)	Rejected	H4B	$Social_{LB}$*WTP_{LB}	0.2409703	1.51 (0.132)	Rejected
H4A	$Emotional_{GB}$*WTP_{GB}	0.3062302	2.63 (0.008)	Accepted	H4B	$Emotional_{LB}$*WTP_{LB}	0.3008043	1.65 (0.099)	Rejected
H5A	ATGB*$Quality_{GB}$*WTP_{GB} mediation	0.5569922	4.49 (0.000)	Accepted	H5B	ATGB*$Quality_{LB}$*WTP_{LB} mediation	-0.3165066	-2.45 (0.0006)	Accepted
H5A	ATGB*$Price_{GB}$*WTP_{GB}	0.1225883	1.72 (0.085)	Rejected	H5B	ATGB*$Price_{LB}$*WTP_{LB} mediation	-0.0318249	-0.74 (0.460)	Rejected
H5A	ATGB*$Social_{GB}$*WTP_{GB} mediation	-0.02489525	-0.40 (0.692)	Rejected	H5B	ATGB*$Social_{LB}$*WTP_{LB} mediation	0.0628759	1.51 (0.132)	Rejected
H5A	ATGB*$Emotional_{GB}$*WTP_{GB} mediation	0.3569922	3.49 (0.000)	Accepted	H5B	ATGB*$Emotional_{LB}$*WTP_{LB} mediation	0.0912849	1.65 (0.099)	Rejected
H6A	CCOS*Income*WTP_{GB} moderation	-0.0154545	-0.08 (0.940)	Rejected	H6R	CCOS*Income*WTP_{LB} moderation	-0.4834432	-1.82 (0.068)	Rejected
H6A	CCOS*Gender*WTP_{GB} moderation	0.4501789	1.51 (0.132)	Rejected	H6B	CCOS*Gender*WTP_{LB} moderation	-0.0394925	-0.14 (0.890)	Rejected
H6A	CCOS*Age*WTP_{GB} moderation	0.5606397	2.51 (0.01)	Accepted	H6B	CCOS*Age*WTP_{LB} moderation	-0.6958153	-2.43 (0.01)	Accepted
H6A	CCOS*Education*WTP_{GB} moderation	-0.2305094	-0.97 (0.333)	Rejected	H6B	CCOS*Education*WTP_{LB} moderation	0.6413771	1.53 (0.127)	Rejected
H6A	CCOS*Multilingualism*WTP_{GB} moderation	-0.6692061	-2.90 (0.000)	Accepted	H6R	CCOS*Multilingualism *WTP_{LB} moderation	0.1955893	0.91 (0.360)	Rejected
H7A	CCOS*Customer Innovativeness*WTP_{GB} moderation	0.0990633	1.56 (0.119)	Rejected	H7B	CCOS*Customer Innovativeness*WTP_{LB} moderation	0.0982418	1.18 (0.238)	Rejected
H7A	CCOS*International Travel*WTP_{GB} moderation	0.2706587	2.72 (0.007)	Accepted	H7R	CCOS*International Travel*WTP_{LB} moderation	-0.3883936	-3.03 (0.002)	Accepted
H7A	CCOS*Risk Aversion*WTP_{GB} moderation	-0.358407	-5.15 (0.000)	Accepted	H7B	CCOS*Risk Aversion*WTP_{LB} moderation	0.1120972	2.15 (0.000)	Accepted

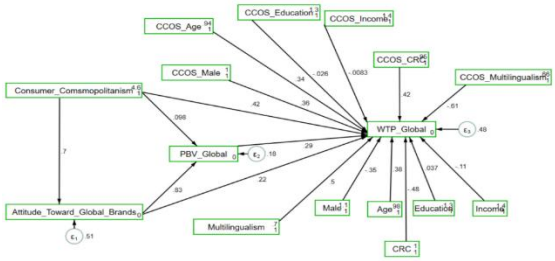


Figure 1. Path diagram for the Model 1a Global'

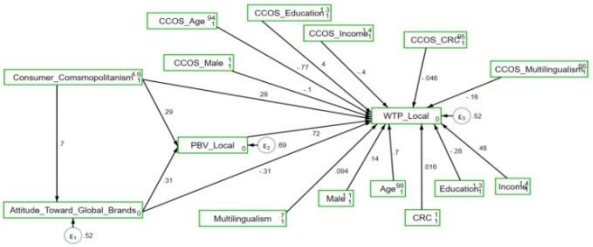


Figure 2. Path diagram for the Model 1b Cross Effect

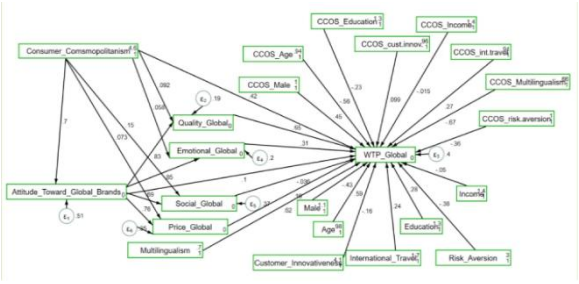
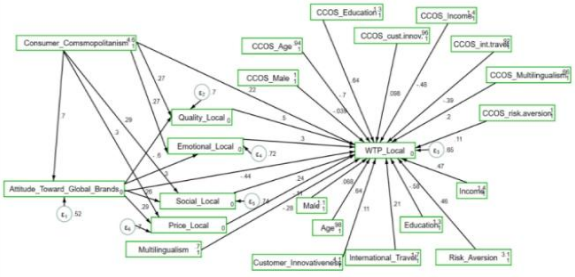


Figure 3. Path diagram for the Model 2a Global



Profiling Cosmopolitan Consumers:

Profiling cosmopolitan consumers is a critical first step in order to approach them as a target group (Jaffe & Nebenzahl, 2006). Thus, the researcher profiles the consumers according to both their consumption related characteristics (consumer innovativeness, international experience and risk aversion) and demographic characteristics (age, gender, education, income and multilingualism)

Table 3. Pearson's Correlation Coefficients

		CCOS
Customer innovativeness	sig (+)	.493**
International Travel	sig (+)	.333**
Risk Aversion	sig (-)	-.397**
Gender	Not sig	-.001
Age	sig (-)	-.154**
Education	Not sig	-.086
Income	sig (+)	.201**
Multilingualism	sig (+)	.533**

****. Correlation is significant at the 0.01 level (2-tailed).**

***. Correlation is significant at the 0.05 level (2-tailed).**

Customer innovativeness:

This concept refers to a "predisposition to purchase new and different products and brands rather than sticking with previous choices and consumer patterns" (Steenkamp et al., 1999). By the backdrop of cosmopolitan consumers being receptive, appreciating variety, and eager to explore products from nations, they are also likely to be inventive consumers, as demonstrated by a positive moderate correlation ($r=0.493$, $p<0.01$).

Risk aversion:

Cosmopolitan consumers have more tendency to take risks in discovering the world and products offered due to their open-mindedness and positive attitude towards variety. As a result, the researcher discovered a negative moderate association between risk aversion and consumer cosmopolitanism ($r=-0.397$, $p<0.01$).

International experience:

Direct contact with various cultures and consumption practices is particularly likely to elicit a favorable attitude toward products and services originating in other nations (Beckmann et al., 2001; Riefler & Diamantopoulos, 2009). According to prior research, consumer cosmopolitanism is positively moderately correlated with the duration of overseas stays ($r=0.333$, $p<0.05$).

Age:

Previous research has found that younger adults are more cosmopolitan than the elderly (Riefler & Diamantopoulos, 2009; Cleveland et al., 2009). This is due to the fact that young people have greater access to worldwide mass media, travel more, and frequently speak more foreign languages. According to these arguments, a negative weak relationship between consumer cosmopolitanism and age was discovered ($r=-0.154$, $p<0.01$), which is consistent with the findings of Yoon et al.'s (2001) study but differs from Cannon et al. (1994) and Yoon et al. (1996), who found no relationship between age and cosmopolitanism scores.

Gender:

According to (Riefler, 2012), there is no compelling reason to anticipate one gender to be a more global mindset than the other. As a consequence, there is no significant correlation between gender and CCOS ($r=-.001$, $p<0.01$), which is similar to the findings of (Riefler, 2012), but differs from the findings of, Cleveland et al. (2009), and Cleveland et al. (2011a), who discovered a relationship between gender and CCOS.

Education:

Previous research has shown that cosmopolitan consumers are not more educated than non-cosmopolitan consumers, which is consistent with the findings of Yoon et al. (1996) and Yoon et al. (2001), and also largely matches the findings of Riefler, P., and Diamantopoulos, A. (2009). According to earlier research, there is no significant correlation between education level and CCOS ($r= -.086$, $p< 0.01$).

Income:

(Cleveland et al. (2009) results manifest that there is weak positive correlation between income and CCOS, which is in line with the researcher's findings ($r= .201$,$p <0.01$).

Multilingualism:

The ability to speak more than one language affords multiple pathways into other cultures. Indeed, noteworthy (Cleveland et al., 2011a) findings indicate that multilingualism fosters CCOS. In line with previous studies, there is significant positive moderate correlation between Multilingualism and CCOS ($r= .533$,$p <0.01$)

Segmentation:

Cluster analysis was used in the study to categorize respondents based on their responses on the cosmopolitanism and localism scales. Mean scores for consumer cosmopolitanism and localism for each of the 305 subjects were used as the foundation for a two-step clustering. To establish an initial description of probable clusters within the data, the researcher employed Ward's hierarchical clustering approach with squared Euclidean distances in the first stage. The elbow criteria were used to decide on the number of clusters to reflect the underlying structure of the data, which revealed that a three-cluster solution was the most appropriate. In the second phase, we developed a three-cluster solution using a non-hierarchical k-means clustering method. The group centroids calculated during the hierarchical approach were used as the starting clusters for the k-means clustering. **Table 4** summarizes the resulting empirical segments. The 3 clusters are as described in the following table, the first cluster contains 102 observations (33.55%), the second cluster contains 160 observations (52.6%), the third cluster contains 42 observations (13.8%).

Table 4. Cluster levels

Cluster Number of Case		Consumer Cosmopolitanism	Consumer Localism	WTP Global
Cluster One	Mean	1.9913	2.8254	1.4921
	N	102	102	102
	Std. Deviation	.83513	.34350	.64652
Cluster Two	Mean	3.9938	2.4542	2.4375
	N	160	160	160
	Std. Deviation	.57633	.49312	.68138
Cluster Three	Mean	2.6883	2.6865	1.7778
	N	42	42	42
	Std. Deviation	.97316	.38113	.66937

Cluster 1: domestically Oriented Consumers (33.55%). they make up the second largest segment. This group has a stronger localism inclination and a lesser

cosmopolitanism orientation than the other two segments. In terms of size, this segment is equivalent to Cleveland, Papadopoulos, and Laroche (2011)'s "local" cluster (34%).

Cluster 2: Pure Cosmopolitans (52.6%). it displays a highest level of cosmopolitanism comparing with the other two clusters and against the level of locally orientation. In terms of size, this segment is the largest, comparable to Cleveland, Papadopoulos, and Laroche (2011)'s "transnational" segment (15%), which uses ethnic identity and cosmopolitanism as clustering variables, and Riefler, Diamantopoulos, and Siguaw (2012) "pure cosmopolitan" segment (27%), which groups consumers based on their levels of cosmopolitanism and localism. As a result, this cluster encompasses practically customers, implying that it might be treated as a real "Intermarket" (i.e., worldwide) sector.

Cluster 3: National Cosmopolitans (13.8%). By far, they make up the smallest segment. These consumers are cosmopolitan yet being firmly devoted to their native nation, as seen by their high localism ratings. However, consumers in this segment are neither ethnocentric nor biased toward their native nation. This segment is likely to be responsive to "buy domestic", but it is also open to global products (Alden, Steenkamp, and Batra 2006). It is significantly lower than the "glocal" sector (45%) of Cleveland, Papadopoulos, and Laroche (2011) and the "local cosmopolitan" segment (27%) of Riefler, Diamantopoulos, and Siguaw (2012).

Domestically oriented customers clearly perceive their own nation in a better light than the other groups, as evidenced by the highest WTB domestic products. However, both pure cosmopolitans and national cosmopolitans are more receptive to "things global," as seen by a higher WTB global product share.

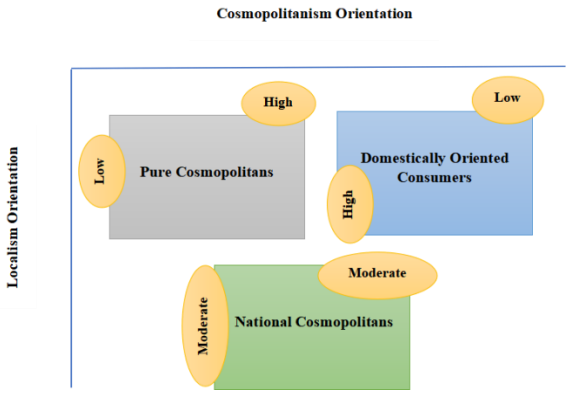


Figure 5. Clusters

Discussion

This study explores the impact of consumer cosmopolitanism and attitudes toward global brands (ATGB) on perceived value and willingness to pay (WTP) for both global and local brands, specifically home appliances like TVs, in developing markets. The findings support the hypothesis (H1) that consumer cosmopolitanism positively influences attitudes toward global brands (ATGB). This aligns with previous studies, including Ozsomer and Altaras (2008) and Riefler et al. (2012), suggesting that cosmopolitan consumers actively seek consumption opportunities beyond their local cultures, leading to favorable attitudes toward global brands. These results address the first research question (Q1) of the study, confirming the link between consumer cosmopolitanism, attitudes toward global brands, and preferences for global products in developing markets.

The study's results confirm hypotheses H2A and H2B, indicating that consumer cosmopolitanism positively influences willingness to pay (WTP) for global compared to local brands. This aligns with prior research hypotheses proposed by Kent and Burnight (1951), Crawford et al. (1982), Cleveland et al. (2011), Riefler et al. (2012), and Zeugner-Roth et al. (2015). The findings support the notion of cosmopolitanism disposition, signifying cosmopolitan consumers' openness to purchasing brands from diverse sources. These results provide an answer to the study's second research question (Q2), affirming the impact of consumer cosmopolitanism on preferences for global brands and willingness to pay a premium for them in comparison to local brands.

In model 1a and 1b, the study's results confirm the hypotheses (H3a and H3b) indicating that consumer cosmopolitan-induced attitudes toward global brands

(ATGB) influence perceived brand value for both global (PBV_{GB}) and local brands (PBV_{LB}) positively. This aligns with prior research by Salehzadeh et al. (2016), highlighting the impact of brand attitudes on consumers' behavioral intentions, expressed through their perceptions of product value. These findings are consistent with studies indicating customers' tendency to align their behavior with perceived company values, as supported by Alden et al. (2013) and research by Aaker and Jacobson (2001), Liu et al. (2012), and Riley, Pina, and Bravo (2015).

Having a cosmopolitan disposition involves appreciating diversity, allowing individuals to evaluate brands impartially. This aligns with literature suggesting that positive information and experiences lead to favorable attitudes, influencing perceptions of a brand's value. Cosmopolitan consumers' positive attitude toward global brands coexists with positive perceptions of local brands, indicating their openness to products from various origins. This idea is supported by Millward Brown, Inc. reports (Dyson et al., 1996), suggesting that self-reported brand value is influenced by consumers' attitudes, emphasizing the intricate relationship between attitudes, brand perceptions, and cosmopolitanism in shaping consumers' evaluations of global and local brands.

The study's findings break down the dimensions of perceived value in model 2a and confirm a positive impact of attitudes toward global brands (ATGB) on functional value, specifically in terms of quality. This aligns with existing literature, emphasizing the significance of brand attitude in establishing robust brand equity outcomes, including perceived quality. The study's results support the notion that a positive attitude toward global brands (ATGB) mitigates consumer discomfort with higher prices due to the positive price-quality relationship.

The findings also highlight the influence of positive ATGB on emotional value, in line with earlier research suggesting consumers develop a strong emotional bond with brands aligning with their central attitudes. However, in the cross-effect model 2b, the results indicate a significant negative impact of ATGB on perceived quality, which aligns with previous research suggesting consumers may perceive local quality standards as inferior to the elevated quality benchmarks set by global brands. Additionally, the study reveals a positive influence of ATGB on functional value for the price, suggesting that consumers value local brands for their prestige and value-for-money offerings.

The results demonstrate a positive impact of ATGB on social value, which can be explained by the leverage of cultural identity and distribution efficiencies by local brands. Indian consumers, for example, tend to view local companies as providing superior value for money. While maintaining a positive attitude toward global brands, consumers also exhibit a favorable disposition toward domestic brands, likely influenced by factors such as ethnocentrism, cultural affinity, or adherence to traditional values. Lastly, the study indicates a positive impact of ATGB on emotional value, emphasizing that consumers' perceptions of foreign brands versus local brands involve affective components. These findings address the study's third research question and shed light on the complex dynamics between consumer attitudes, perceived value, and brand preferences.

In models 1a and 1b, the results affirm hypotheses H4a and H4b, supporting the notion that consumers' willingness to pay a price premium is positively influenced by perceived brand value. These findings align with recent studies demonstrating the connection between consumer purchasing behavior and perceived brand value. Previous research by Netemeyer et al. (2004) illustrates that customers' willingness to pay is directly linked to their perception of the value they receive, indicating that customers are more inclined to pay higher prices for products associated with greater perceived value. Studies by Blackston (1995) and Keller (1993) emphasize the significant role of perceived value in consumers' willingness to pay a premium. Additionally, if consumers' attitudes toward a brand serve as precursors to these perceived values, they can lead to positive behavioral intentions, such as a willingness to pay, as noted by Chattalas and Shukla (2015). These findings underscore the pivotal role of perceived brand value in shaping consumers' willingness to pay premium prices for products and highlight the interplay between attitudes, perceived value, and purchasing behavior.

Examining the effect of perceived brand value (PBV) on willingness to pay (WTP) for global brands (GB) in model 2a, the study's findings align with Jacoby and Olson's

(1985) assertion that perceived quality significantly influences consumer purchasing decisions. The results show that functional value for quality has a substantial impact on consumers' WTP for global brands, consistent with existing literature highlighting the role of perceived quality in driving purchases and brand differentiation. Additionally, the study indicates a positive influence of emotional value on consumers' WTP for global brands, echoing Dodds et al.'s (1991) findings on emotional value's positive impact on purchase decisions.

However, the study does not find significant effects for the negative influence of functional value for price and the positive influence of social value associated with global brands on WTP. Despite literature suggesting that higher prices of global brands might deter WTP, this study's results do not support this claim. These findings are in line with Srivastava et al.'s (2021) research. One explanation could be the relatively small price difference between the local and global brands examined here, though further research is needed to confirm this.

It's crucial to note that social value associated with global brands did not impact consumers' purchase decisions in this study, contrary to previous research. The specific brand type examined or the product category might contribute to this disparity, emphasizing the need for more research to validate these findings. Additionally, considering the product category might diminish the prestigious effect on consumers' behavioral intentions. The researcher underscores the importance of further studies to validate these claims and provide a comprehensive understanding of the nuances involved.

In model 2b, the study shows that perceived brand quality significantly influences consumers' willingness to pay a higher price for local brands, but the impact of functional value for price, emotional value, and social value remains insignificant. Comparable prices between local and global brands might explain these results, along with the lack of differentiation among local brands and emotional attachment. The study's additional mediation analysis supports hypotheses (H5a) and (H5b), indicating significant pathways from consumer cosmopolitanism-induced attitude towards global brands (ATGB) to willingness to pay (WTP), mediated by functional value for quality and emotional value, especially in the cross-effects model 2b. Serial mediation involving functional value for quality highlights the complex relationship between consumer cosmopolitanism, ATGB, and WTP, addressing research question (Q5).

Regarding consumption-related characteristics, international travel and risk aversion moderate the relationship between consumer cosmopolitanism (CCOS) and WTP in models 2a and 2b. This aligns with existing literature, suggesting that decision-making becomes more challenging and risk-oriented for products requiring higher involvement, such as global brands. Foreign travel exposure fosters familiarity with diverse cultures and products, making consumers more open to trying products from these cultures, influencing their willingness to pay a premium for global products. These findings shed light on the role of travel in shaping consumer cosmopolitanism and address research question (Q6). In summary, individuals' caution and risk assessment levels, along with their exposure to diverse cultures through travel, significantly influence their willingness to pay for global versus local products.

The study examined demographic moderation effects on consumer cosmopolitanism (CCOS) and willingness to pay for global (WTPGB) and local brands (WTPLB). Consequently, the results partially support hypotheses (H7a) and (H7b) regarding demographic moderation effects. In models 1a and 2a, age and multilingualism moderated CCOS and WTPGB positively, indicating younger, multilingual consumers are more cosmopolitan and willing to pay more for global brands due to global awareness from internet use. In models 1b and 2b, only age moderated CCOS and WTPLB positively, showing younger consumers are willing to pay a premium for local brands too. Overall, travel experiences, age, and multilingualism significantly influence consumer cosmopolitanism and willingness to pay for both global and local brands.

The study explores the impact of consumer cosmopolitanism on attitudes toward global and local brands in Egypt, focusing on consumer identity motives. It supports Bartsch et al.'s idea of scrutinizing orientation and attitude links to comprehend favorable consumer attitudes better. Emphasizing the role of global and local brands in shaping consumer identities,

the findings align with Social Identity Theory, indicating a positive link between consumer cosmopolitanism and attitudes toward global brands.

Consumers' cosmopolitan identity, marked by diversity appreciation and international openness, is reinforced by brands, aligning with research emphasizing social enhancement's impact on online engagement and purchase behavior. Cosmopolitanism correlates with openness to diverse communities and a desire for authenticity, valuing globally recognized brands. Contrary to expectations, cosmopolitan consumers also favor local brands for their authenticity, albeit to a lesser extent when compared to global brands. This study supports the multifaceted nature of consumer orientations proposed by Bartsch et al. (2016), emphasizing the complexity of cosmopolitanism. Additionally, a strong positive attitude toward global brands diminishes willingness to pay for local products, challenging prior beliefs about cosmopolitan preferences for global brands over local ones, as asserted by Alden et al. (2006).

In the cross-effects model, as consumer cosmopolitanism increases, consumers still maintain positive perceptions of local brands regarding functional, social, and emotional values. This discrepancy is explained by cosmopolitan orientation's greater impact on brand value perception than consumer attitudes, although only functional quality directly affects willingness to pay for local brands, partially supporting Zeugner-Roth et al.'s claim that cosmopolitan consumers make more objective decisions when local brands are on par with global ones. The study reveals that the relationship between consumer cosmopolitanism and behavior is not a simple linear pathway; factors like consumer attitude and perceived brand values significantly influence it. Within the ANMM theory framework, it examines how consumer cosmopolitanism manifests, showing that consumers with a positive attitude toward global brands view them favorably in terms of quality. However, emotional value has a dominant impact on willingness to pay a premium for global brands, particularly in high-involvement product categories, where consumers make more rational assessments in their decision-making process.

Previous research by Johar and Sirgy (1991), Rossiter et al. (1991), and Batra and Stephens (1994) has suggested that companies employ emotive communication strategies to evoke positive customer responses towards hedonic offerings. Additionally, studies by Henning et al. (2012) and Bettiga and Lamberti (2018) have demonstrated the relevance of emotions in both hedonic and functional product evaluations. Moreover, research indicates that even functional products can evoke unconscious feelings, as shown by Bettiga, Debora, and colleagues (2020)

Managerial implications

The results of the current study offer some insightful implications for practitioners in the Egyptian market as follows:

First, cosmopolitan consumers are regarded to be more self-determining and objective, resulting in a more stringent evaluation of goods and services (Cannon and Yaprak, 2002). Because effective marketing is strongly based on linking the qualities of products with customer attitudes and values (Cleveland et al., 2009), marketers must pay attention to evolving aspects of Egyptian consumer behavior.

Second, Practitioners should consider perceived value as the best way to drive WTP. To do so, they should provide customers with greater perceived value by providing them with functional value for the quality of both brands and, in the case of global, emotional value, which is critical for senior executives who must make critical decisions regarding the allocation of their companies' marketing and operational efforts, as well as the precedence of many strategic options. Given the importance of these variables, managers should set and maintain values as precisely and cautiously as possible. However, it should be noted, that customer evaluation techniques are difficult and unpredictable, needing detailed and ongoing evaluation. As a result, firms should exercise prudence when deciding on personal and functional strategic objectives in order to absorb customers' positive attitudes and increase their perceived value and willingness to pay a price premium.

Third, because perceived functional value for quality plays a specific role in their buying assessments, functional value for quality has the greatest impact on consumers' WTP. This importance of relative significance may be attributable to Egyptian culture's philosophy towards home appliance products. With such a culture of high-involvement product

consumption, it is inevitable that people are seeking distinctive long-lasting items with excellent performance that convey sensations of a product's dependability and durability.

Fourth, by increasing quality perceptions, global brand managers may influence price premiums. Local brand managers, on the other hand, should invest more in R&D to compete with their worldwide competitors' higher quality requirements. As a consequence, businesses may produce favorable quality impressions through unique advertising, which may enable them to charge price premiums among their intended customers in the near future.

Fifth, international marketing managers should avoid assuming that the motives and perceptions of brand values of cosmopolitans are constant. In the case of global brands, for example, triggering sensations, pleasure, and happiness enhances customers' WTP. As a result, from a managerial position, emotional communication strategies have additional significance, as marketers may examine the capacity to transmit emotional and visceral signals in order to promote utilitarian products.

Sixth, Given the dynamic playing out between individual demographic characteristics and dimensions of consumption-related characteristics influences that shape consumer dispositions and the amplification of cultural flows across borders via media. For example, younger generations have more tendency toward WTP_{GB} rather than local ones, those who have high multilingualism levels which reinforces the relationship between CCOS and WTP_{GB} and the role of risk aversion and international experiences in luring this relationship. Hence, marketers need to communicate effectively offerings.

Finally, it is noted that managers must handle the identified consumer segments with care. For example, for domestically oriented consumers, campaigns that promoting the message of "made at home" might well work with this type of segment as they reinforcing the ethnocentric disposition, on other hand, this type of campaign message will backfire the national cosmopolitans. Perhaps, according to (Vlam 2014) the more successful campaigns that highlights the benefits of using the product and its variety. This type of marketing is a great illustration of national cosmopolitan communications because it does not contradict their core principles (in particular, open mindedness and variety seeking).

Research limitations and future research

This research was carried out in one emerging market nation (Egypt). Future studies might investigate and compare this phenomenon in a number of developing nations. This study was confined to a particular product category (home appliances). Additional studies might indicate the difference between product categories. Furthermore, research comparing customers living in rural and urban regions might be done. Other brand associations may serve as a link between CCOS and the willingness of consumers to pay a price premium. In addition to global and local brands, Future studies can identify brands depending on whether consumers perceive them to be utilitarian or hedonic.

At last, from this perspective, one relevant question is whether " enormous unexpected economic shocks" (e.g., float of currency) might "hinder" cosmopolitanism while "boosting" ethnocentric tendencies.

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