

## The Role of Personal Values on the Purchase of Global Brands among Millennial Consumers in Emerging Economies

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### Abstract

Globalization enables consumers to choose various brands, ranging from local to global brands, to satisfy their needs. Consumers in emerging economies choose a brand not only because of its utilitarian benefits, but also for its hedonic benefits, such as a status symbol. While personal values that consist of self-identity, materialistic value, and hedonic value have been studied to understand one's purchase decision, they are less likely to be associated with the purchase of global brands, particularly in emerging economies. This study aims to examine the effect of personal values toward attitude and emotional attachment to global brands that generate purchase intentions of global brands on millennial consumers. Samples were selected using a purposive sampling technique by collecting data from millennial consumers in Greater Jakarta, Indonesia. Three hundred and six responses were analyzed using partial least square structural equation modeling. This study indicates that personal values positively affect one's attitude toward global brands. At the same time, emotional attachments to global brands are influenced by two personal values, which are materialistic value and hedonic value. Then, both attitude and emotional attachment to global brands stimulate purchase intentions.

**Keywords:** attitude; emotional brand attachment; global identity; hedonic value; materialistic value; millennial consumers.

### 1. Introduction

A brand is one determinant factor of a purchase decision. Consumers in developing countries often regard global brands as having good qualities which are able to represent their social status. This leads them to purchase these brands despite their premium prices (Karouia & Khemakhemb, 2019). Global brands have their own appeal, one of them being trust toward global citizenship (Reysen & Miller, 2018). Furthermore, they can reflect consumer's personal and social identity, social status, and product quality (Mrad et al., 2020).

Previous studies on global brands were mostly done in developed countries (Bartsch et al., 2016; Kolbl et al., 2019; Fastoso & González-Jiménez, 2020) while relating these brands to consumers' orientation, such as consumer ethnocentrism (Yildiz et al., 2018; Khan et al., 2019; Casado-Aranda et al., 2020), self-identity (Tu et al., 2012; Makri et al., 2018; Lopez-Lomelí et al., 2019), consumers' orientation toward global products (Riefler, 2012; Westjohn et al., 2016), as well as brand equity (Barrio-Gracia & Prados-Peña, 2019; Zhou et al., 2020; Torres et al., 2012). So far, there has not been a significant number of studies that discuss the effects of consumer values, particularly personal values, toward global brands. These values are often studied to explain purchase decisions on luxury products instead of global brands (Wiedmann & Hennigs, 2012; Yang et al., 2018; Zhang & Zhao, 2019).

Personal values refer to the consumers' beliefs that guide them in determining product choices (Kropp et al., 2005), which in turn affect their attitude and intentions toward certain brands or products. The effects of personal values toward a purchase decision can be observed through various theories, such as the theory of reasoned action and the theory of planned behavior. However, findings of earlier studies on the effects of personal values on attitude or behavior were inconsistent (e.g., Vinijcharoensri, 2016; Ajitha & Sivakumar,

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2017; Sharda & Bhat, 2018). This indicates that the effects might differ among consumers in different cultures and countries (Wong & Ahuvia, 1988). Even though the same brand is sold in various countries, consumers in Western and Asian countries may perceive the brand differently due to the diversity of cultural and personal values, which affect their purchase decisions.

Aside from affecting attitude and purchase intention, personal values may also influence consumers' emotional attachment to a certain brand (Erciş et al., 2017). Consumers are likely to have stronger emotional attachment to a brand that can reflect themselves (Aron et al., 2005). The greater the personal connection that the consumers have toward the brand, the stronger the attachment is (Malär et al., 2012). Nevertheless, the factors that shape one's emotional attachment to the brand have not been much observed yet (Fastoso & González-Jiménez, 2020).

Similar to consumers in other developing countries, Indonesian consumers tend to prefer global brands than local ones, as reported by Deloitte Indonesia (2020). As the fourth most populous and middle-income country in the world, Indonesia is a potential market for international brand producers. One of the most valuable market segments is the millennial generation that makes up to 33.75 percent of the Indonesian populations (Statistics Indonesia, 2018; Alvara Beyond Insight, 2019). As reported by IDN Research Institute (2019), the millennial consumers tend to be consumptive by spending most of their income for shopping, while allocating only 10.7% for saving.

Studies by Deloitte Indonesia (2019) and IDN Research Institute (2019) showed that this generation is heavy users of technology and the Internet, which facilitate them to attain information, including about lifestyle and brands that are commonly used by consumers overseas. This generation are highly influenced by globalization so that they are believed to be very acquainted with global brands. A survey by TDC on the millennial generation indicated that 90 percent of respondents chose global brands as their favorite brands (Widjaya, 2017). This was supported by another study by IDN Research Institute (2019). Even though millennial consumers are a high potential market for for global brands, earlier studies on global brands did not focus on this segment (e.g., Fastoso & González-Jiménez, 2020; Bartsch et al., 2016; Kolbl et al., 2019). Therefore, this study aims to examine the effect of global identity, materialistic value, and hedonic value toward attitude and emotional attachment that may lead to purchase intention of global brands among millennial consumers.

## 2. Literature review

### The formation of purchase intention

Purchase intention indicates consumers' tendency to purchase a certain product at a later time (Martins et al., 2019). Referring to the psychological theory, purchase intention is believed to mediate the effect of attitude on behavior. One's attitude toward products is the most consistent predictor to interpret purchase intentions (Wang et al., 2017). An attitude is shaped by external information, an individual's beliefs, and conclusions drawn by the individual (Ajzen & Fishbein, 1980). Attitude is an individual's beliefs of whether something will generate a positive or negative result. If an individual possesses strong beliefs, he is likely to have a positive attitude toward the behavior (Feldman & Lynch, 1988).

Salehzadeh and Pool (2016) stated that consumers' attitude toward companies' brands will affect their assessment toward certain brands from various social, personal, and functional aspects, which eventually will positively influence their purchase intentions toward certain brands. A study by Khairunnisa and Hendratmi (2019) showed that consumers' evaluation toward certain objects resulted in an attitude that was reflected by their positive or negative responses toward the brand or product, which eventually might raise their purchase intention. This finding was supported by Rimple et al. (2015) in the context of car purchase; Hart et al. (2016), Hsiao and Chen (2018), as well as Vinijcharoenshi (2016) in the contexts of luxury goods and environmentally-friendly products and Salehzadeh & Pool (2016) in the context of global brands. Based on that, this study examines the following hypothesis:

### **H1: One's attitude toward global brands positively affects his purchase intention**

The theory of attitude-behavior is often critiqued due to its tendency to overemphasize the cognitive element, while purchase intention is also influenced by affective elements. One of the affective elements is emotional attachment to a brand that refers to individuals' mental condition that may relate with personal emotions and perceptions to a brand, so that individuals consider the brand as a part of themselves (Park et al., 2006). Park et al. (2013) stated that an emotional connection would strengthen the relationship between a brand and its consumers, that lead to a stronger attachment and positive consumption behavior.

An emotional attachment is depicted as an emotional bond between consumers and a certain brand by seeing a certain brand as an extension of themselves that would result in negative feelings if they are not able to

possess the brand (Park et al., 2010). As such, one's emotional attachment stimulates purchase intentions. A study by Ku and Lin (2018) in China revealed that an emotional attachment to brands has a positive impact on purchase intentions. This finding is supported by Hsiao and Chen (2018), Hew et al. (2017), and Kim et al. (2016). Based on that, this study examines the following hypothesis:

**H2: One's emotional attachment to global brands positively affects his purchase intention**

**Global identity value**

Self-identity is one of the most important components that affects an individual's behavior (Corner & Armitage, 1998). The identity theory describes identity as an individual's expectation of one's role or social position in his social environment (James, 1890), which becomes the standard of the individual's behavior (Stets & Burke, 2000). Self-identity may influence an individual's attitude and purchase decision since the person would maintain his self-concept (Hagger & Chatzisarantis, 2006). Several studies indicate the positive effect of self-identity on attitude toward products (Patel et al., 2020; Ajitha & Sivakumar, 2017; Makri et al., 2018).

According to Thoits and Virshup (1997), self-identity consists of personal identity, role identity, and social identity. As humans, individuals tend to consider others' thoughts when describing themselves (Thoits & Virshup, 1997), which shape their social identity and lead them to behave accordingly (Stets & Burke, 2000). Globalization causes consumers to hold a global identity that influences their assessment on a certain product and purchase decision (Arnett, 2002). Makri et al. (2018) define global identity as individuals' beliefs toward the positive outcomes of globalization and similarities among people around the world, and their interests in global activities. Global brands are often considered as a tool to exhibit consumers' identity as members of global communities. Strizhakova et al. (2011) found a strong relationship between an individual's global identity, attitude, and purchase intention toward global brands.

Bartsch et al. (2016) studied consumers' orientation toward globalization in France. They found that consumers' orientation toward globalization influenced their decision to purchase global brands that was mediated by attitude and brand identification. These findings are supported by Eren-Erdoğmuş and Dirsehan (2017) who studied in Turkey, and Eckhardt and Bengtsson (2015) in China. Indonesian millennial consumers are predicted to present a similar tendency as consumers in other countries. Consumers with a stronger global identity tend to have a positive attitude toward global brands, which later would influence their purchase decisions. Based on that, this study examines the following hypothesis:

**H3: One's global identity positively affects his attitude toward global brands**

Millennial consumers tend to use global brands as representative of their self-identity because of their familiarity with globalization. A brand that reflects consumers' self-identity will generate a stronger emotional attachment to the brand (Mrad et al., 2020; Kim & Sherman, 2007). The congruence between one's self-identity and the brand results in positive emotions (Stryker & Burke, 2000). Japutra et al.'s (2018) study found that consumers tended to choose brands that matched with their self-identity which led to a positive relationship between self-identity and emotional attachment to brands. Furthermore, an emotional attachment to a brand positively affects one's purchase decision. Yao et al. (2015) and Lee and Workman (2014) also reported a positive effect of self-identity on emotional attachment to brands.

In this study context, global identity is closely related to global brands. An individual with a strong global identity tends to believe that global brands may present their belonging as global citizens, which leads to a stronger emotional attachment to the brands. The relationship between global identity and emotional attachment is presented as follows:

**H4 : One's global identity positively affects his emotional attachment to global brands.**

**Materialistic value**

Materialistic value is defined as an individual's desire to possess and have an interest in objects to indicate his status or wealth (Belk, 1984; Wang & He, 2014). Belk (1985) stated that materialistic values are an individual's level of emotional response as the outcome for subjective sentiments, such as envy and possessiveness. Consumers with high materialistic values tend to assess products based on their price, status, and other reasons regarding their appearance (Richins & Dawson, 1992; Richins, 1994).

Materialistic values are shaped by globalization, culture, family, satisfaction, and demographics (Vohra, 2016). Durvasula and Lysonki (2008) stated that global media causes Indian consumers to want to be more similar with Western consumers. Fournier and Marsha (1991) argued that consumers' materialistic values are related to their acknowledgment of status and the feeling of joy toward means/objects. Furthermore, Gupta

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(2011) and Manchiraju & Krizan (2015) stated that consumers' age and gender significantly influence materialistic values.

Materialistic values have a positive relation to the purchase of products that may elevate consumers' status and self-image. A consumer's interest to increase his self-image leads to stronger materialistic values, which in turn affect his purchase decisions (Ryoo et al., 2020). An individual with high materialistic values is likely to ensure that the selected brand will not bring negative consequences on his status and self-image (Siahtiri & Lee, 2019; Nga et al., 2011; Goldsmith & Clark, 2012).

Ku and Lin (2018) stated that consumers with high materialistic values will have a positive attitude toward luxury goods, which is supported by studies by Sharda and Bhat (2018) as well as Bhatia (2018) in India. However, when the relationship was tested on global brands, materialistic values had an insignificant effect on attitude toward global brands in several emerging countries as reported by Srivastava and Balaji (2018), Vinijcharoensri (2016), as well as Ajitha and Sivakumar (2017). Many Indonesian consumers perceive that the consumption of global brands may present their success and obtain greater social acceptance from their peers due to their higher price compared to local ones. Therefore, an individual with high materialistic values is expected to exhibit positive attitude toward global brands. Based on that argument, this study examines the following hypothesis:

### **H5: One's materialistic values positively affects his attitude toward global brands**

Consumers with high materialistic values perceive a brand as a symbol of joy, which leads to an emotional attachment between the consumers and the brand (Palumbo & Paul Herbig, 2000). Podoshen and Andrzejewski (2012) stated that consumers with higher materialistic values are more interested in well-known brands as they want to be associated with the brands. According to Fastoso and González-Jiménez (2020), materialistic values have a positive effect on emotional attachment to brands, only if the brands present high self-congruence. However, the effect of materialistic values on emotional attachment toward global brands has not been explored yet.

In developing countries, global brands are often perceived as more prestigious than local brands as they can exhibit an individual's success and social status (Li et al., 2014). Therefore, it is predicted that individuals with high materialistic values will exhibit a stronger emotional attachment to global brands, which presented in the following hypothesis:

### **H6: One's materialistic values positively affects his emotional attachment to global brands**

#### **Hedonic values**

Hedonic values are related to a consumer's satisfaction toward joyful experiences, fantasies, and other enjoyment (Babin et al., 1994; Wang & He, 2014). For example, the consumption of luxury brands may trigger a sense and an experience of joy upon an individual (Emerald Gems, 2015). Holbrook and Hirschman (1982) believe that hedonic values are more subjective and personal as they are attained from objects that represent enjoyment rather than certain tasks completions. A product or brand may fulfill an individual's hedonic values if it can provide entertainment and emotional satisfaction to the consumer (Bellenger et al., 1976; Tasci & Ko, 2015).

Hedonic values are often perceived as emotional or affective values as they assist in shaping a consumer's attitude toward certain products (Allen, 1992). According to Fishbein and Ajzen (2011), a person's attitude toward a certain product consists of instrumental and experiential aspects. The instrumental aspect represents the role sensed by the consumers, while the experiential aspect reflects the positive or negative experience linked to consumers' behavior. Hence, consumers who obtain higher values from affective experiences will exhibit a more favorable attitude toward certain things, which in this context is global brands. Consequently, hedonic values will affect consumers' attitude toward the brand as this brand may bring a sense of enjoyment (Kuikka & Laukkanen, 2012).

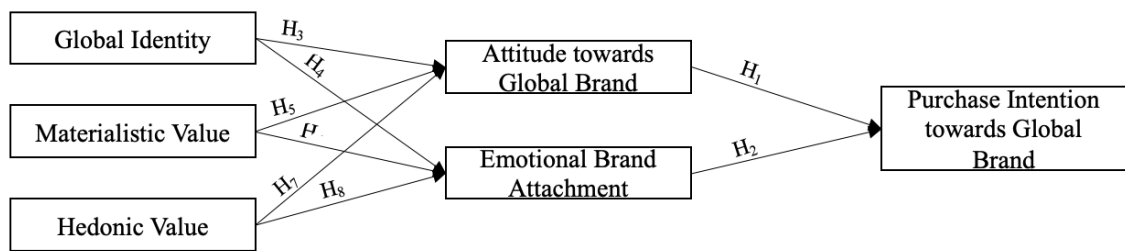
Studies regarding the effects of hedonic values on purchase decision are generally conducted for products that will result in enjoyment, such as luxury products. For example, Ajitha and Sivakumar (2017) found that hedonic values have a significant positive impact on consumers' attitude toward luxury cosmetic products. Within the context of developing countries, global brands are considered as prestigious. Thus, it is believed to be able to bring excitement to consumers. A study in Thailand by Makri et al. (2018) found that consumers in developing countries had higher hedonic values than consumers in developed countries, which may lead these consumers to opt for global brands to be considered as global consumers. The same tendency was reported by Jain and Mishra (2018) in India, Aldousari et al. (2016) in Malaysia, as well as Altuntas and Akyüz (2019) in Turkey. Therefore, this study examines the following hypothesis:

**H7: One’s hedonic values positively affects his attitude toward global brands**

An emotional attachment to brands is built on consumers’ sense of security when consuming their favorite brands. Holbrook and Hirschman (1982) explained that the sense of enjoyment toward a certain brand will affect an individual’s feelings, which strengthens the relationship between consumers and the brand (Chang & Chieng, 2006). A global brand may bring a joyful experience to consumers by imaging themselves as being similar to the people in foreign countries that consume the same brand (Makri et al., 2018). Therefore, having an enjoyment from using the brand is predicted to generate a stronger emotional attachment. Based on that, this study examines the following hypothesis:

**H8: One’s hedonic values positively affects his emotional attachment to global brands**

The relationships between variables and the hypotheses are exhibited in Figure 1.



**Figure 1.** Theoretical Framework

Source: Authors’ own research

**3. Research method**

**Sampling and data collection method**

This research population is millennial consumers who tend to be more affected by globalization, exhibited by their knowledge of the lifestyle in foreign countries and global brands. The millennial generation is currently the largest segment of Indonesia’s population. The data of millennial consumers from middle- and upper-class segments is not known for certain. Hence, this study used purposive sampling, by selecting millennial consumers in Greater Jakarta as respondents. This location has the highest GDRP and a large number of middle- and upper-class consumers. This study chose respondents who purchased global brands at least three times within the last 3 months to ensure they already acknowledged and had attachments to global brands.

Data was collected using a questionnaire that contained three sections. The first section consisted of filtering questions, while the second section aimed to obtain data of the respondents’ demographics. The third section consisted of measurement items of the variables in this study. The questionnaire was distributed online from May to September 2020. The total returned questionnaires was 306.

**Measures of variables**

Personal values consisted of self-identity, materialistic values, and hedonic values. Self-identity was measured by global identity, as it is seen as being more relevant to the context of global brands. Eight items measuring global identity were adopted from Westjohn et al. (2012) as well as Zhang and Khare (2009). Materialistic values were measured by eight statements from studies of Ajitha and Sivakumar (2017), Ku and Lin (2018), Fastoso and Gonzalez-Jimenez (2020), and Richins (2004). Hedonic values were measured by eight items adopted from studies by Ajitha and Sivakumar (2017) and Tasci and Ko (2015).

These three personal values were predicted to affect purchase intentions through attitude and emotional brand attachment. There were six items measuring attitude toward the brand adopted from Yang et al. (2019) and Zarantonello and Pauwels-Delassus (2016). Meanwhile, emotional brand attachment was measured by six items from Dwivedi et al. (2018) and Fastoso and Gonzalez-Jimenez (2020). Lastly, purchase intentions were measured by six items adopted from a study by Yang et al. (2018). All measurement items were rated using a 5-point Likert scale.

**4. Research results**

As presented in Table 1, the proportion of female respondents slightly exceeded the male respondents. Young millennial respondents age 20-29 years old dominated this study. Most of them were middle-lower and

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middle-middle class consumers with monthly expenditures between IDR 2 million and 10 million, or equivalent to US\$138 and US\$688.

**Table 1.** Respondents' profile

Characteristics		Frequency	Percentage
Gender	Male	132	43.14%
	Female	174	56.86%
Age	20 – 29 years	290	94.77%
	30 – 40 years	16	5.23%
Occupation	Freelance	4	1.31%
	College student	60	19.61%
	Public sector employee	1	0.33%
	Private sector employee	188	61.44%
	Professional worker	10	3.27%
	Entrepreneur	43	14.05%
Monthly expenditures (in IDR)	2,000,000 or less	36	11.76%
	2,000,001 - 5,000,000	146	47.71%
	5,000,001 - 8,000,000	73	23.86%
	8,000,001-10,000,000	35	11.44%
	More than 10,000,000	16	5.23%
Product categories	Food & beverages	279	91.18%
	Apparel, footwear, & accessories	257	83.99%
	Personal appliance & cosmetics	67	21.90%
	Electronic devices	109	35.62%
	Vehicles	39	12.75%
Information regarding products	Mass media	120	39.22%
	Social media	283	92.48%
	Peers, family, & colleagues	236	77.12%
	Celebrities	93	30.39%
Expected features	Price	222	72.55%
	Product quality	274	89.54%
	Product variation	163	53.27%
	Brand	133	43.46%
	Prestige/Image	48	16.69%
	Other	2	0.65%

Source: Authors' own research. Notes: As of October 31, 2020, IDR 1,000 was equal to US\$0.14.

Twelve items were excluded from the analysis because their factor loadings were less than 0.5. Table 2 exhibits that the valid and reliable indicators had factor loading between 0.584 and 0.884, average variance extracted (AVE) between 0.586 and 0.673, and composite reliability between 0.813 and 0.914. Discriminant

validity in Table 3 showed that each variable was significantly different one another. Partial least square structural equation modeling was used to test the hypotheses.

**Table 2.** Descriptive statistics, validity, and reliability (n = 306)

Variable	Item	Mean	S.D.	Factor loading	AVE	Composite reliability
Global identity	GI_1	4.072	0.710	0.746	0.609	0.824
	GI_2	4.294	0.731	0.780		
	GI_8	4.232	0.751	0.814		
Materialistic value	MV_1	3.454	0.987	0.584	0.586	0.907
	MV_2	3.425	1.175	0.777		
	MV_3	3.536	1.064	0.816		
	MV_5	3.853	0.971	0.789		
	MV_6	3.405	1.146	0.668		
	MV_7	3.549	1.093	0.865		
	MV_8	3.268	1.258	0.823		
Hedonic value	HV_3	4.304	0.673	0.685	0.593	0.813
	HV_4	3.745	0.994	0.868		
	HV_5	4.078	0.908	0.747		
Attitude towards global brand	ATT_1	3.993	0.784	0.805	0.641	0.914
	ATT_2	4.199	0.639	0.776		
	ATT_3	4.010	0.730	0.869		
	ATT_4	4.042	0.710	0.884		
	ATT_5	3.899	0.736	0.719		
	ATT_6	3.951	0.833	0.738		
Emotional attachment brand	EBA_1	3.690	0.945	0.820	0.630	0.911
	EBA_2	3.627	1.019	0.870		
	EBA_3	3.716	0.922	0.816		
	EBA_4	3.431	0.998	0.790		
	EBA_5	4.160	0.684	0.682		
	EBA_6	3.866	0.858	0.773		
Purchase intention towards global brand	PI_1	4.258	0.711	0.808	0.673	0.911
	PI_3	4.235	0.664	0.768		
	PI_4	4.000	0.932	0.846		
	PI_5	3.817	0.980	0.855		
	PI_6	3.497	1.317	0.823		

Source: Authors' own research.

**Table 3.** Discriminant analysis (n = 306)

Variable	ATT	EBA	GI	HV	MV	PI
ATT	0.801					
EBA	0.689	0.794				
GI	0.507	0.330	0.780			
HV	0.548	0.604	0.314	0.770		
MV	0.564	0.558	0.324	0.493	0.766	
PI	0.693	0.586	0.461	0.514	0.651	0.820

Source: Authors' own research.

The ability of global identity, materialistic value, and hedonic value to explain attitude toward global brands was classified as strong ( $R^2 = 0.493$ ). As presented in Table 4, the effects of global identity ( $\beta = 0.312$ , p-value = 0.000), materialistic value ( $\beta = 0.318$ , p-value = 0.000), and hedonic value ( $\beta = 0.293$ , p-value = 0.000) on attitude toward global brand were positive and significant. These personal values also strongly explain the variability of emotional brand attachment ( $R^2 = 0.457$ ). However, only materialistic value ( $\beta = 0.323$ , p-value = 0.000) and hedonic value ( $\beta = 0.415$ , p-value = 0.000) had a significant positive effect on emotional brand attachment, while the effect of global identity toward emotional brand attachment was not significant. The ability of attitude towards global brand ( $\beta = 0.550$ , p-value = 0.000) and emotional brand attachment ( $\beta = 0.208$ , p-value = 0.000) to explain purchase intention toward global brands was strong ( $R^2 = 0.499$ ), where both had a significant positive influence on purchase intention.

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**Table 4.** Results of direct effects of personal value on purchase intention

Relationship	Path coefficient	Standard error	t-value	p-value	Remarks
H <sub>1</sub> : ATT → PI	0.550	0.057	9.568	0.000	Supported
H <sub>2</sub> : EBA → PI	0.208	0.058	3.596	0.000	Supported
H <sub>3</sub> : GI → ATT	0.312	0.053	5.938	0.000	Supported
H <sub>4</sub> : GI → EBA	0.095	0.059	1.608	0.109	Not Supported
H <sub>5</sub> : MV → ATT	0.318	0.054	5.913	0.000	Supported
H <sub>6</sub> : MV → EBA	0.323	0.054	6.016	0.000	Supported
H <sub>7</sub> : HV → ATT	0.293	0.048	6.098	0.000	Supported
H <sub>8</sub> : HV → EBA	0.415	0.048	8.725	0.000	Supported

Source: Authors' own research.

### 5. Discussion

Consumers are more aware of the existence of global brands due to globalization. These brands are often associated with a higher social status and positive self-image, and used as a symbol of success (Li et al., 2014). Unlike in developed countries, global brands in developing countries are perceived to be superior to local brands and represent the consumers' social status. This inclination is shown in this study as presented by the effects of personal values toward the purchase intentions of global brands via attitude and emotional brand attachment.

Stronger personal values in the form of global identity, materialistic values, and hedonic values significantly lead to a more favorable attitude toward global brands, which eventually affect purchase intention. This corresponds to a study by Salehzadeh & Pool (2016) that found a positive effect of personal values on purchase intention through attitude. However, this study found that materialistic values and hedonic values are the only ones that have a significant positive influence on emotional attachment toward global brands.

Individuals currently have a global and a local identity (Arnett, 2002), but the strength of each identity may vary on every consumer. Li et al. (2014) stated that consumers in regions with higher levels of modernization tend to have a stronger global identity and opt for global brands. Due to the different level of modernization in various regions in Indonesia, this research focused on consumers in urban areas who are highly exposed to globalization and global brands. The respondents generally have a strong global identity. Consequently, they exhibit a positive attitude toward global brands. This finding supports previous studies by Patel et al. (2020), Ajitha & Sivakumar (2017), and Makri et al. (2018) within different contexts. However, global identity is not strong enough to affect consumers' emotions toward the brand, which is depicted as their perception that the brand is irreplaceable. Even though global brands may be used to indicate the consumers are part of the global community, consumers may easily switch to other brands that offer similar features as the one they currently use (Thomson et al., 2005).

Slightly different from global identity, materialistic values have significant positive effects on both attitude toward global brands and emotional brand attachment. This finding confirms studies by Fastoso and González-Jiménez (2020) in the context of global brands, and Sharda and Bhat (2018) and Bhatia (2018) on luxury goods. Individuals with high materialistic values tend to choose brands that have congruence with their ideal-self (Fastoso & González-Jiménez, 2020) and are able to elevate their sense of enjoyment and pride (Shrum et al., 2013). This study reported that respondents would feel more joyful when they purchase global brands. Aside from global brands in the category of food and beverages, many respondents prefer global brands for apparels, electronic devices, and vehicles that are often used as indicators of individuals' social class. Therefore, consumers with high materialistic values hold a favorable attitude toward global brands in those product categories, as well as a stronger emotional brand attachment due to the brand's ability to represent their success and social status.

Similarly, hedonic values have significant positive influences on attitude toward global brands and emotional brand attachment, which supports studies of Jain and Mishra (2018) and Aldousari et al. (2016). As global brands are considered prestigious, they generate strong hedonic effects on consumer attitude (LeClerc et al., 1994). The respondents in this study are fond of well-known global brands, and they tend to be consumptive and prioritize enjoyment when buying products. Due to the image of global brands as having prestigious and superior quality compared to local ones, they gain a more favorable attitude and greater emotional attachment among consumers with strong hedonic values.

Finally, attitude and emotional attachment toward global brands positively affect purchase intention. This finding confirms Hart et al.'s (2016), Hsiao & Chen's (2018), Ku and Lin's (2018), as well as Hsiao and Chen's (2018) studies in different contexts. If consumers exhibits a positive attitude toward global brands, they will be



more motivated to purchase these brands. Furthermore, as consumers are emotionally attached to global brands due to their ability to present consumers' self-image, social status, and prestige, they are more willing to purchase these brands. This indicates that a stronger emotional relationship between consumers and the brands becomes a purchasing motive for individuals (Kressmann et al., 2006).

## 6. Conclusions

This study found that the purchase of global brands in developing countries is influenced by attitude and emotional brand attachment. Consumers believe that purchasing global brands is a wise decision. Therefore, global companies should understand consumers' preferences in the target countries when developing their marketing strategies.

The strength of each personal value on one's attitude and emotional attachment toward global brands certainly differs. Materialistic values are the most significant personal values that influence an individual's attitude toward global brands, while hedonic values have the strongest effect on the formation of emotional brand attachment. To maximize the effect of these personal values on purchase intention, global brands owners can develop and implement various strategies to make consumers favor their brands.

As this study reported that consumers in emerging countries perceive global brands as being more prestigious, superior, and may bring a sense of joy, they are keen to have more global-branded products and favor global brands over local ones. Global companies should make their brands look more prominent in order to increase consumers' pride, for example, by emphasizing their brand image in their promotions and selecting a right brand ambassador. Companies may offer seasonal and limited-edition products to enhance their brand image. They may also provide an enjoyable shopping experience to obtain a positive evaluation and affection from consumers.

This study has several limitations. First, the data was only collected in Greater Jakarta, which reduced the generalizability of the findings. Further studies may consider observing other cities in Indonesia or other countries. Second, this study focuses only on the millennial consumers. Although they may provide more specific information toward the consumption of global brands due to their exposure to globalization, their purchasing behavior may differ from other generations. Hence, future studies may consider observing the differences of purchasing behavior toward global brands between generations. Last, further studies may consider looking at other variables, such as social or consumption values as antecedents of purchase decisions toward global brands, as well as the relationship between attitude and emotional brand attachment. Consumers with stronger emotional attachment are more likely to exhibit a positive attitude toward the brands, despite not having previous experience with the brands (Duman et al., 2018; Vahdat et al., 2020).

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