



## A Decade of Global and Local Brand Research: A Systematic Literature Review by Using SLR PRISMA

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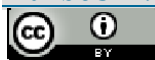
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### ABSTRACT

This systematic literature review aims to synthesize the evolving research on global and local brand dynamics over the past decade using the PRISMA methodology. It examines the shift from a simplistic global-local dichotomy to a more nuanced understanding of how these brand types interact with consumer identities, digital platforms, sustainability, and global crises. The study explores the emergence of "glocal" branding strategies and the recognition of simultaneous global and local brand perceptions as significant theoretical advancements. However, it highlights the growing complexity introduced by digital transformation, corporate social responsibility, and the COVID-19 pandemic, necessitating more integrative frameworks. The review identifies persistent gaps and opportunities for future research, including investigating the impact of digital platforms, sustainability initiatives, and post-pandemic consumer behavior shifts on global-local brand dynamics. By consolidating diverse research streams, the study proposes an integrative framework that accounts for the intricate interplay of cultural, digital, and global factors shaping brand perceptions and preferences. Overall, the findings extend existing knowledge and offer valuable insights for academics and practitioners navigating the evolving landscape of global and local branding.

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## INTRODUCTION

In the rapidly evolving landscape of global commerce, brands have emerged as critical assets for companies seeking to establish identity, foster customer loyalty, and gain competitive advantages (Keller & Swaminathan, 2020). Over the past decade, the competition between global and local brands has intensified, particularly in emerging markets where consumer preferences are shaped by a complex interplay of global aspirations and local cultural values (Özsomer & Altaras, 2008). This dynamic has captured the attention of scholars and practitioners alike, prompting a surge in research aimed at understanding the multifaceted nature of this phenomenon.

Global brands, often associated with universal appeal and standardized marketing strategies, have traditionally been perceived as symbols of quality, prestige, and modernity (J. B. E. M. Steenkamp, 2020). These brands leverage their global reputation to create a sense of belongingness to a global consumer culture, appealing to consumers who seek products that transcend national boundaries (Holmqvist et al., 2020). The allure of global brands is particularly pronounced among younger consumers and those with higher levels of global identity, as they view these brands as conduits for expressing their cosmopolitanism and connection to a broader, international community (Strizhakova & Coulter, 2019).

However, the dominance of global brands is increasingly being challenged by local brands that capitalize on their deep understanding of local consumer needs, cultural nuances, and market conditions (Ger et al., 2018). Local brands often evoke feelings of national pride, authenticity, and cultural resonance, attributes that global brands may struggle to replicate (Gürhan-Canli et al., 2018). This "local brand advantage" is particularly evident in product categories where cultural sensitivity and local adaptation are paramount, such as food, personal care, and fashion (Sichtmann et al., 2019). Moreover, as consumers become more environmentally and socially conscious, local brands can gain an edge by emphasizing their contributions to local economies, sustainable practices, and community development (Halkias et al., 2016).

The interplay between global and local brands has led to the emergence of hybrid strategies, such as "glocalization" and the development of "global-local" or "glocal" brands (Akaka & Alden, 2010; Winit et al., 2014). These strategies involve adapting global brand elements to local tastes and preferences while maintaining a degree of global consistency. For instance, global fast-food chains may incorporate local ingredients or flavors in their menus, or global fashion brands may collaborate with local designers to create market-specific collections (Thompson & Arsel, 2004). This adaptability demonstrates that the dichotomy between global and local is not always clear-cut; instead, successful brands often navigate a continuum between these two poles (Özsomer, 2019).

Despite the wealth of research on global and local brands, there remain significant gaps in our understanding. Much of the existing literature focuses on specific contexts, industries, or consumer segments, making it challenging to derive generalizable insights across diverse markets and product categories (Christodoulides et al., 2020). Moreover, the rapid pace of technological change,

particularly in digital marketing and e-commerce, has radically transformed how brands engage with consumers globally and locally (Mele & Russo-Spena, 2022). The impact of these digital transformations on brand perceptions, consumer-brand relationships, and the global-local brand dynamics is an area ripe for further exploration (Okazaki et al., 2020).

To address these gaps and synthesize the evolving body of knowledge, we conduct a systematic literature review using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology (Page et al., 2021). Originally developed for health sciences, PRISMA has gained traction in management and marketing research for its rigorous, transparent approach to identifying, selecting, and analyzing relevant literature (Denyer & Tranfield, 2009; Snyder, 2019). By applying PRISMA to the global and local brand literature from 2019 to 2024, we offer several contributions. First, we provide a comprehensive overview of the latest trends, methodologies, and theoretical frameworks in this field. Second, we identify persistent gaps and emerging research opportunities, particularly in the context of digital transformation, sustainability, and post-pandemic consumer behavior. Finally, we propose an integrative framework that bridges diverse streams of research, offering a holistic understanding of global and local brand dynamics. In doing so, this study not only deepens our understanding of a crucial aspect of contemporary marketing but also charts a course for future research that can inform both academic discourse and managerial practice in the global branding area.

## LITERATURE REVIEW

The dynamic interplay between global and local brands has been a focal point of marketing research over the past decade, with scholars exploring various facets of this complex phenomenon. A significant stream of research has examined consumer perceptions and preferences towards global and local brands. (J.-B. E. M. Steenkamp & de Jong, 2010) developed the consumer global-local identity scale (CGLIS) to measure individuals' identification with global and local cultures, finding that these identities significantly influence brand preferences. Building on this, (Guo, 2013) introduced the concept of "glocal" identity, where consumers integrate both global and local cultural elements, leading to a preference for brands that blend global and local attributes.

Consumer ethnocentrism and cosmopolitanism have also been identified as critical factors in brand choice. (Riefler et al., 2012) demonstrated that consumer cosmopolitanism positively influences attitudes towards global brands, while consumer ethnocentrism favors local brands. However, the relationship is not always straightforward. (Bartsch et al., 2016) found that the impact of consumer ethnocentrism on brand choice varies across product categories and is moderated by perceived brand globalness and localness.

The role of brand origin and its effect on consumer evaluations has been another key area of inquiry. Perceived brand globalness (PBG) and perceived brand localness (PBL) are distinct constructs that independently influence brand attitudes. They argued that a brand can simultaneously be perceived as global and local, challenging the traditional global-local dichotomy. This notion

of "glocal" branding was further explored by (Winit et al., 2014), who found that in emerging markets, brands with a glocal positioning often outperform purely global or local brands.

The digital transformation has added new dimensions to the global-local brand debate. nyiMakhitha investigated how social media influencers shape perceptions of global and local fashion brands, finding that influencers' authenticity and cultural relevance play crucial roles (Makhitha & Ngobeni, 2021). Similarly, (Okazaki & Taylor, 2013) argued that social media has facilitated the emergence of a "glocal" consumer culture, where global brand messages are interpreted and shared through local cultural lenses. Sustainability and corporate social responsibility (CSR) have also become integral to the global-local brand discourse. (Xie et al., 2015) found that global brands' CSR activities have a stronger positive impact on brand equity compared to local brands, especially in developing countries. The COVID-19 pandemic has added a new layer of complexity to global and local brand dynamics. (H. He & Harris, 2020) posited that the pandemic might strengthen consumer ethnocentrism and preference for local brands due to concerns over global supply chains and a desire to support local economies. Conversely, (Heinberg et al., 2021) suggested that global brands with strong crisis management and CSR strategies could enhance their reputations during the pandemic. Recent methodological advancements have also enriched our understanding. Özsomer and Simonin employed a meta-analysis to synthesize findings from 386 studies on global and local branding, providing a quantitative overview of the field (Özsomer et al., 2023). They identified several moderators, including cultural dimensions, economic development, and product categories, that influence the effectiveness of global and local brand strategies.

In conclusion, the literature on global and local brands has evolved from a simple dichotomy to a nuanced understanding of how these brand types interact with consumer identities, digital platforms, sustainability, and global crises. The emergence of "glocal" branding and the recognition of simultaneous global and local brand perceptions represent significant theoretical advancements. However, as (Christodoulides et al., 2020) noted, there is still a need for more integrative frameworks that can account for the increasing complexity of global-local brand dynamics in the digital age. Our systematic review aims to address this gap by providing a comprehensive, up-to-date synthesis of the field and identifying directions for future research.

## **METHODOLOGY**

The systematic literature review (SLR) technique limits the author's interpretation and originality in order to reach a high level of impartiality (Snyder, 2019). SLR involves looking for evidence in the literature to answer research-related queries. This study was done to examine employees' knowledge concealment abilities. SLR is carried out using grounded theory, which is useful in the creation of SLR content analysis (Corbin & Strauss, 1990).

Grounded theory is a research method that uses the interpretative paradigm to interpret the processes behind a phenomenon. In its application, grounded theory involves five steps: defining, searching, filtering, analyzing,

and lastly presenting (Wolfswinkel et al., 2013). Grounded Theory It is also distinguished by allowing notions to arise from the literature while forcing scholars to go further into the concepts explored. It aids scholars in identifying disputed topics in the literature and the creation of content analysis. Use Grounded Theory. This research gives benefits for analytical literary purposes as well as future aims to be attained through owned and integrated concepts. Furthermore, the application of grounded theory It also permits scholars to construct theory-based reviews of concepts while being truthful (Suddaby, 2006).

## RESEARCH RESULT

In conducting a literature review, this study uses Grounded Theory which consists of five stages including definition, search, filtering, analysis, and presentation as listed in Table 1.

Table 1. Five Stages of Grounded Theory

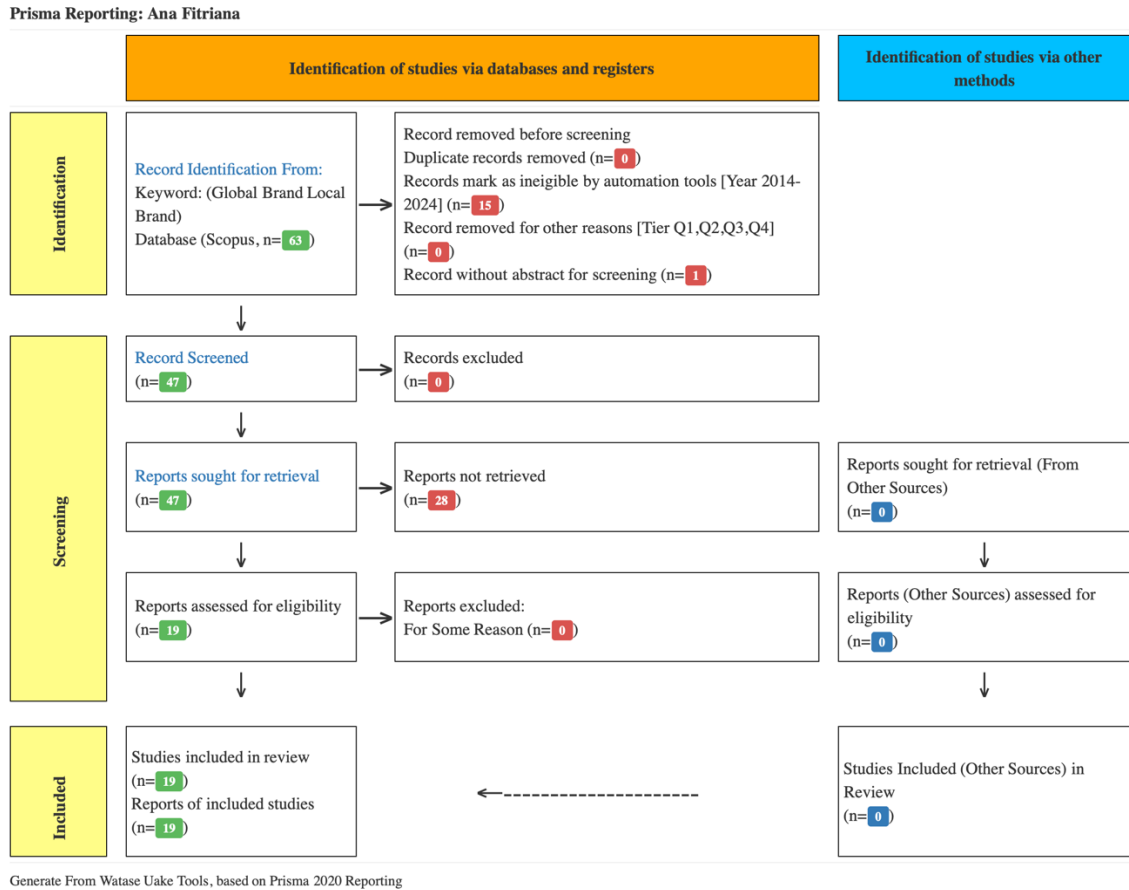
Definition	<ul style="list-style-type: none"> <li>- Define article criteria in the data set that include the scope of review and inclusion and exclusion criteria.</li> <li>- Identify areas of research according to the topic and frame of reference.</li> <li>- Determine the appropriate source</li> <li>- Define specific keywords or search terms</li> </ul>
Search	<ul style="list-style-type: none"> <li>- Search for research articles such as through Scopus</li> </ul>
Research sample Screening	<ul style="list-style-type: none"> <li>- Improving the research sample by reading the title, abstract, and content.</li> </ul>
Analysis	<ul style="list-style-type: none"> <li>- Conduct a literature review by identifying a set of concepts and categories through coding.</li> <li>- Identify relationships between categories.</li> </ul>
Presentation	<ul style="list-style-type: none"> <li>- Compile article content and descriptive statistics.</li> <li>- Drafting articles.</li> </ul>

Source: Wolfswinkel et al., 2013

This study also gives all of the essential information about data analysis, such as data, document content, and authors, in the form of data with a graphical depiction of output trends. This analysis was carried out using the PRISMA procedure. The first action that can be taken is to identify keywords on PRISMA. Keywords are useful for looking for articles in the Scopus database that are relevant to the intended topic. Search results for the keywords global brand local brand, yielded 81 articles scopus indexed from 2014 to 2024. The second step is to limit articles from articles that have duplicates, article ranks. After restricting the article, 63 items were obtained. Record screening was performed on all 47 articles until the final results were achieved, and up to 19

articles were used for analysis. Figure 1 depicts the results of identifying global brand local brand items.

Figure 1. Database SLR PRISMA Watase Report (2024)



The keyword analysis from our PRISMA-guided systematic literature review offers a snapshot of the evolving research landscape in global and local branding. As shown in Figure 2, the word cloud reveals "global brand" and "local brand" as central themes, with the emergent "glocal brand" signaling a shift towards hybrid strategies (Özsomer, 2019; Winit & Kantabutra, 2022) The prominence of "consumer culture," "ethnocentrism," and "cosmopolitanism" underscores the enduring focus on cultural dynamics in brand preferences (Bartsch et al., 2016; Riefler, 2020).

Figure 2. Worldcloud SLR PRISMA Watase Report (2024)



## DISCUSSION

High-impact research on global and local brands in Scopus Q1 and Q2 journals over the past decade reveals a nuanced understanding of consumer psychology, with studies like (Özsomer & Altaras, 2008; Strizhakova & Coulter, 2019) highlighting the role of global brands in expressing cosmopolitan identities, while others such as (Swoboda et al., 2012) and (Sichtmann et al., 2019) underscore the contextual dependency of brand preferences. The transformative impact of digital platforms on brand dynamics is a growing focus, as seen in the works of (Mele & Russo-Spena, 2022) and (Okazaki et al., 2020), alongside an increased emphasis on CSR and crisis management, evident in studies by (Heinberg et al., 2021; Xie et al., 2015). The field is moving towards more integrative frameworks for example the typology of consumer acculturation via social media by (Christodoulides et al., 2020), signaling a need for future research that can navigate the complex interplay of cultural, digital, and global factors in shaping brand dynamics.

Every research piece is inextricably linked to the overarching theory developed by the researchers in each study. Table 2 shown lists the nineteen article indexed by Scopus Q1 and Q2 which is discuss about global and local brand. And the result analysis about research gap within it.

Table 2. Chronological Study of Global and Local Brand in Decade

No	Author (s)	Year	Research Finding
1	(Sulhaini et al., 2022)	2022	Provide insights into consumer behavior and marketing strategies for promoting local fashion brands, especially in the context of global symbolic values and the role of eWOM.
2	(Cucato et al., 2022)	2022	Provide evidence that global preference bias, the cognitive duality of consumers in developing countries in choosing local or global brands, may be due to xenocentrism and global culture, and its interaction with consumer's network and self-extension. It advances the understanding of global preference bias by
3	(Salnikova et al., 2022)	2022	Significant implications for the design of global brand and environmental policy messaging, particularly for consumers with a strong global identity.
4	(Bourdin et al., 2021)	2021	Significant implications for the design of global brand and environmental policy messaging, particularly for consumers with a strong global identity.
5	(Vaziri et al., 2023)	2023	That brand clarity was significantly higher for local bands than for global or glocal brands and that it was higher for glocal bands than for global brands. Furthermore, the consumer's prior experience with a brand had no impact on BCL for different types of brands.
6	(Ng et al., 2021)	2020	This research demonstrates that under states of certainty consumers with a relatively stronger global (local) identity prefer global (local) brands, whereas under states of uncertainty, consumers with a relatively stronger global (local) identity prefer local (global) brands.
7	(López-Lomelí et al., 2019)	2019	Materialism is the dominant consumer attitudinal disposition among "glocal brand lovers."
8	(Makri et al., 2019)	2019	In Thailand, users with a global identity enjoy participating in global SNS more than their counterparts in Austria. In addition, consumers with a local identity in Thailand demonstrate less pleasure when participating in global SNS than their counterparts in Austria, and consequently are less inclined to



No	Author (s)	Year	Research Finding
			use global SNS.
9	(Lopez-Lomeli et al., 2019)	2019	Brand quality is the most important driver of brand attitude for any type of brand, and that the relationship between brand quality and brand attitude, as well as between brand attitude and brand purchase intention, is weaker for a global brand than for a local or global brand.
10	(Kim & Kim, 2018)	2018	global connectedness and consumer ethnocentrism played critical roles in nurturing brand engagement.
11	(Davvetas & Diamantopoulos, 2018)	2018	The postpurchase consequences of global/local brand choices and provide concrete advice for global/local branding strategies.
12	(Yoon & Lee, 2017)	2017	The critical strategic implication that customer experience management can be utilized to sustain a competitive advantage, which may result in stronger consumer-brand relationships for hotel customers.
13	(J. He & Wang, 2017)	2017	Cultural compatibility has direct positive effect, in addition to an indirect effect (through local iconness) on purchase likelihood. Meanwhile, consumer cultural identity is found to moderate the impact of brand local iconness on purchase likelihood.
14	(Eren-Erdoğan & Dirsehan, 2017)	2017	Local cultural experience is relevant for differentiating local brands, even if the coffee shop concept is globally imported. Global coffee shop brand, on the other hand, means membership to global middle income segment and is remembered as global fast coffee service.
15	(Srivastava & Dey, 2016)	2016	Significant differences in perceptions among young consumers among the three types of banks for all the dimensions of brand-specific associations, that is, perceived quality, perceived price, perceived brand social value and perceived brand emotional value. The authors find partial support for the

No	Author (s)	Year	Research Finding
			hypotheses presented in this study concerning differences in three bank types among young consumers related to general brand impressions and brand credibility.
16	(Davvetas & Diamantopoulos, 2016)	2016	Consumers perceive global brands as superior to local brands in product categories with strong functional character and extensive symbolic capacity
17	(Xie et al., 2015)	2015	Both PBG and PBL can enhance a brand's identity expressiveness.
18	(Winit et al., 2014)	2014	Consumers evaluated global (vs non-global) brands more positively, regardless of brand ownership (local vs foreign). The main study found that effects of price and CET varied considerably across product categories.
19	(J.-B. E. M. Steenkamp & Geyskens, 2014)	2014	For each manufacturer and retailer factor, we determine whether it can be part of a global integration strategy, whether it can be included in a local adaptation strategy, or whether it is a candidate for worldwide learning.

Source: SLR PRSIMA Watase (2024)

## CONCLUSIONS AND RECOMMENDATIONS

The systematic literature review conducted using the PRISMA methodology has provided a comprehensive understanding of the intricate dynamics between global and local brands over the past decade. The field has witnessed a shift from a simplistic global-local dichotomy to a more nuanced recognition of the interplay between these brand types and consumer identities, digital platforms, sustainability, and global crises. The emergence of "glocal" branding strategies and the acknowledgment of simultaneous global and local brand perceptions represent significant theoretical advancements.

However, the rapid pace of digital transformation, the growing emphasis on sustainability and corporate social responsibility, and the impact of the COVID-19 pandemic have added new layers of complexity to the global-local brand discourse. As such, there is a pressing need for more integrative frameworks that can navigate the intricate interplay of cultural, digital, and global factors in shaping brand dynamics.

To advance the understanding of global and local brand dynamics, future research should prioritize investigating the transformative impact of digital platforms, e-commerce, and social media on consumer brand perceptions and relationships. Additionally, studies exploring the role of sustainability and

corporate social responsibility initiatives in shaping brand preferences across diverse cultural contexts are warranted. Moreover, longitudinal analyses examining potential shifts in consumer attitudes and behaviors towards global and local brands in the post-pandemic era could offer invaluable insights. Ultimately, developing integrative theoretical frameworks that account for the complexities of cultural, digital, and global factors influencing brand dynamics should be a key focus to bridge diverse research streams and provide a holistic view of this multifaceted phenomenon.

### **ADVANCED RESEARCH**

As the global marketplace continues to evolve rapidly, advanced research is needed to unravel the complexities of global-local brand dynamics in novel contexts and domains. Immersive studies exploring the impact of emerging technologies, such as augmented reality, virtual reality, and the metaverse, on consumer perceptions and experiences with global and local brands could unveil new frontiers. Additionally, investigating the role of artificial intelligence and machine learning in shaping personalized, culturally-tailored brand narratives and experiences could offer valuable insights. Furthermore, interdisciplinary research at the intersection of global branding, consumer psychology, and neuroscience could shed light on the underlying cognitive and affective processes that drive consumer preferences and decision-making towards global versus local brands. By embracing cutting-edge methodologies and transcending traditional boundaries, researchers can push the boundaries of knowledge and unlock transformative insights into the ever-evolving global-local brand landscape.

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