The Impact of Perceived Brand Globalness on Credibility and Purchase Intention

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ABSTRACT: This work explores the impact of brand globalness in shaping the purchase intention of the brands among Iraqi consumers. Moreover, this study also look how brand credibility mediates the association between brand globalness and purchase intention. The independent variable of the study is brand globalness and the study's dependent variable is purchase intention, while brand credibility is used as the mediator. The questionnaire was used as a data-gathering tool, and 405 people participated. The PLS-SEM is used as statistical software. The result displays that brand globalness influences the credibility of the brands positively and significantly. Moreover, brand credibility influences the purchase intention positively and significantly. In addition, the study also confirms that credibility mediates the globalness and purchase intention nexus. The study discusses practical implications for brand managers.

Keywords: *Brand Globalness, Brand Credibility, Purchase Intention, PLS-SEM*

1. INTRODUCTION

İn recent years, the happening of events globally has minimized globalization growth. The events comprised Brexit, the Russian war, the trading rift between China and the US, and Covid-19. Globalization has transformed investment in trade, foreign direct investments, and supply chains [1]. Due to such changes, international brands are losing their position and market share. The up surging pace of globalization has increased the emerging markets growth [2]. According to the RWS (2018), the emerging nations are expected to increase their consumption by $30tn and will represent 50% of the world population. These statistics act as the promising opportunity for the global brands and they are entering in to emerging nations from developed countries [3]. The global brands are investing sustainability in emerging nations to get a market share. For instance, Amazon has entered in to the India market by investing over $5bn and willing to invest $2bn more lately [4]. According to [5], in the next few years, Starbucks is planning to open 600 outlets in China. Despite the fact, the emerging nations provides new avenues, the current reports also highlighted that the domestic brands are giving fierce competition to the global brand. Accenture research argues that the global brands lose their 5% market share due to the local brands in emerging nations [6]. Based on such development, it is extremely important for the marketers to understand how the customers decide between the local and global brands in emerging nations.

Emerging nations characterized by the socio-political governance, market heterogeneity, inadequate infrastructure and unbranded competition [7]. Such features causes asymmetric information which result in sense of uncertainty within customers that negatively influence their decision making [8]. In such cases, the organizations convey their brand performance information using signals [8]. The studies related to information economic stated that brand signals that are credible can minimizes the information costs, consumer risk and brand quality claims [9]. For this reason, it is anticipated that in emerging nations, brand credibility plays a vital role in evaluating customer perception related to local and global brands. The plausible reason is brand credibility reflects the brand ability to perform their promises. Moreover, it is derived, by many factors, among which the brand global presence and country origin plays an important role [10]. However, if the global brands, followed the local brand strategy create confusion among consumers related to brand authenticity and globalness [11]. Moreover, the global looking local brands have affected customers' credibility towards them as they have lower performance and quality.

Brands shape customer choice behavior and decision-making process [12]. The brands in which the quality of the brand is not easily observed, the decision of the consumer to purchase that brand becomes uncertain and shaky, and they show reluctance in purchasing [13]. To overcome this problem, organizations are utilizing their brands as a symbol of quality, which signals the customers to buy that product [14]. The signal of credibility is crucial as it

minimizes customer uncertainty and reduces the cost connected with decision-making [15]. Therefore. Credibility is characterized as one of the important brand signals [16].

Brand credibility (BRD) can be explained as the service or product believability related to the information promised by a product [12]. Brand credibility reflects the brands promises believability. It is derived from the company efforts and the stakeholders perceptions specifically customers. Brand credibility is reflected from the actions and messages. A wide number of studies reported that brand credibility develops the reputation of the company. When a product delivers what they promises it will lead the brand name. However, if they product does not deliver what they promises it will ruin the company name and it is difficult to recover them. [17] Stated that company gain the popularity when they deliver what they promises, however, they loss their reputation if they fail to keep their promises.

Brand credibility also effect the purchase decision of the customers and the customer purchase intention is highly influenced by credibility of the brand [18]. Brand credibility is one of the significant predictor that influences the choice of the customers [16].With respect to the purchase intention and brand credibility, numerous studies have been conducted [19; 20]. Furthermore, credibility of the brand also influences the brand image and consumer preference towards brands. [21] stated that marketers and multinational firms are developing positioning strategies related to global branding based on customer perception towards local and global brands. Customers make the brand's success or failure; within the marketplace, they have numerous options that affect their purchase decisions [2]. Today, the marketplace is globalized, and the consumer has a multitude of brands that vary in terms of their national origin, availability, and market presence [22].

With economic globalization, many companies have shifted from local to multi-level companies to develop a global branding strategy. [23] emphasized that local companies normalize the brand communication aspects in terms of logo, packaging, image, and customers in many economies. [24] global brands have a consistent brand image and identity across multiple countries and cultures. They can use this consistency to create a strong competitive advantage and maximize value for the company and the customer. [25] stated that consumers preferred to buy those brands that are accepted and available globally, and they perceived global brands as more credible than local brands. Therefore, customer preference related to global brands became a topic that grasped the attention of both academics and practitioners both. The brand literature has put emphasized to analyse and learn those factors that motivates consumers to buy brands that are global. A comprehensive study has reported that global brands symbolize prestige and quality [25, 26]. Moreover, customers tend to buy global brands to reflect their social status [27] or to show self-identity [28]. This phenomenon is obvious in emerging nations' customers as most of the global products came from developed economies during the initial phase of globalization [29].

Brand globalness are widely explored with brand image, perceived quality, loyalty, and trust [30]; [31] but limitedly explored with brand credibility [29]. Moreover, majority of the studies have been done in advanced countries [32; 33] and are limitedly explored in emerging countries. The antecedents of BRC, namely globalness, are not a popular research subject and are limitedly explored in the Iraqi context [34]. Focusing on Iraq, the customer purchase intention and brand image has been explored by taking the sample of 175 respondents [35]. Except from this study no study to the best of our belief have examined the nexus between the BRC, BRG and purchase intention. Therefore, this study examines how consumer perception towards Turkish brands shapes their brand credibility and purchase intention. Moreover, this study also analyzes how brand credibility mediates the relationship between brand globalness and purchase intention.

The study contributes to the existing studies as this study statistically analyzes the influence of BRG in building BRC. This research validates the theoretical concept of BRC given by [25], who stated that for globalness, BRC acts as a central part. Moreover, this study gives new insights into the association among the variables and the downstream impact between a globalizing and globalized market. In addition, this study gives new insights that will guide the managers in improving their strategies related to the brand position in the globalizing market. This study is also significant as the consumer base is increasing daily in emerging countries like "Iraq," which witness an increase in

the sale of global products and brands. Therefore, this research will benefit brand managers by discussing strategies they can utilize when contemplating brand strategies in Iraq.

This research contributes to the branding literature by stressing the importance of new variable, i.e., brand globalness in shaping the credibility of the brands. This study unfolds and extends the BRC role by focusing on brand globalness as a signal for BRC. In addition, this work also add in the marketing analytics domain. Since, this domain is model and technology enables to harness market and customers data to improve their decision making process. The outcome of this research can be used to get a clearer picture.

The remaining paper is organized as follows. The chapter two is literature review. The chapter three is methodology. The fourth chapter is data analysis. The fifth chapter is conclusion.

2. LITERATURE REVIEW

2.1 Theoretical Background

The conceptual model is based on signaling theory. The signaling theory better understands the behavior between two parties (organizations and individuals) who have access to information. One is a signaling (communicating) situation where the sender selects, and the other is a signaling situation where the receiver chooses to infer the signal [36]. The theory is applied in many areas of strategic management, entrepreneurship, and human resource management. The applicability of this theory has also grown during the past few years. According to [36], signaling theory is a practical way to describe how two people respond to information. An organization and an individual make up one of the parties. The individual sending the information decides how to communicate and interpret it with the recipient. According to [37] this theory reduces the information asymmetry between the sender and the recipient [38] stated that a brand's past and present activities make up its signal. When a signal is delivered succinctly and unambiguously, it is seen as credible. From the perspective of the firms, signals are seen as credible if they deliver on their promises and live up to their claims.

Signaling theory gives theoretical information about how the brand impacts the consumer's purchasing behavior when they are not sure about the quality of the product. From the economic perspective, the theory argues that customers need clarification about the service or product utility the sellers give. This uncertainty causes the spread of information that is asymmetric [39]. Past studies stated that brands are now considered a signal that accounts for unobservable qualities [40]. Brands are considered the effective signal of the organization's vulnerability to customer sanctions: if it does not deliver what it promised, it will hurt the brand. A strong brand needs significant investment, and it can jeopardize the brand if the organization acts opportunistically [48]. The theory also concluded that credibility acts as a significant factor that can be used as a signal to show the information effectively [49].

The signaling theory is applied to comprehend BRC formation and to study its part in the customers' decision-making relating to global brands [38]. [38] stated that signaling theory, extensive of asymmetric and imperfect information, affects the information available in the market and creates uncertainty related to the market offerings. Firms use the signaling theory to indirectly give information related to product attributes and can also manipulate information related to product attributes [37; 38]. For instance, high quality is connected with high prices, even though it may be due to an increased production cost [49]. Similarly, brand commitment is linked with high spending on advertisement, and the firm's warranties depict the firm's confidence in its products [50]. According to [33], the type of signal or information—globalness—shape consumers' credibility.

2.2 HYPOTHESES DEVELOPMENT

2.2.1 Brand Globalness and Brand Credibility

Brand globalness is related to the origin of the brand geographically and its scope [25]. The common perception behind brand globalness is the brand's presence in many economies with the same name. The global acceptance of the brand can be due to its correlation with the culture, prestige, quality and low risk [51]. Brand globalness is a symbol of quality, and consumer weighs them differently in their evaluation of brands. It varies based on the product category, place of origin, and characteristics [52]. According to [24], the appeal of the global brand is driven by three sources, i.e., high prestige, quality, and benefits. These three sources enhance the consumer willingness and perception related to the brand. The global brand increases consumer attraction due to its association with fashion, technology, prestige, cosmopolitanism, and innovation [53]. [54] stated that organization position their brand as global and pursue to enhance market intent either by improving the influence of brand globalness on customer intention or by motivating the brand's value, developing innovation and quality. The nexus between the two variables have been explored in number of studies. [55] indicated a significant association between BRG and BRC and argues that BRG has a more profound influence on BRC. [56] reported that the association between the two variables is significant. [34] suggested that brand globalness is a significant indicator of BRC. [33] also reported that the two variables are positively linked. Another study is done by [47] who also claimed that the link between them is positive.

H1: There is a significant association between BRG and BRED.

2.2.2 Brand Credibility and Purchase Intention

The concept was initiated by [38] and explained as "a signal to be the believability of the product position information contained in a brand" that based on the capability of the brand and what the brand promises to deliver to their consumers. It is the degree to which the brand information mentioned over the product perceive as trustworthy [12]. Consumers who will consider that the brand are capable to fulfill their promises are more likely to buy their services or products. According to the signaling theory, BRC enhances the chances of purchase. [42] also argues that BRC leads purchase intention. [43] stated that BRC is one of the significant factor that leads purchase intention. Consumers BRC as a source of information and knowledge and it acts as a source that shapes their confidence towards the brands. BRC enhances the consumer willingness to purchase the product because when they considered the product reliable and trustworthy they are inclined to purchase it. It is also stated that BRC shapes the person attitude and believe which in turn leads their intention towards that product or service. The nexus between the two variables have been examined in number of studies.

[12] argues that BRC brings positive impact on customer choice and consideration. They argues that if the brand is credible it will likely result in purchase intention. [43] measures the BRC from three dimensions i.e., likeability, expertise and trustworthiness and reported that BRC and purchase intention is positively linked. [40] stated that the link between service credibility and purchase intention is positive. [41] also reported positive association between the two variables. [42] stated that BRC instigates brand intention. [43] showed a positive connection between purchasing behavior and BRC. [42] shows that the BRC perception of the consumers shapes their preferences and helps them develop brand prestige and buying intentions. [32] show a positive association between purchase intention and BRC.

H2: There is a significant association between BRC and purchase intention.

2.2.3 Brand Credibility as a Mediator

A vast number of studies have used BRC as a mediator. [25] reported that credibility of the brand mediates the relationship between the brand related outcomes and BRG. The studies such as [8] also reported that BRC mediates the relationship between the consumer choices and BRG. [44] reported that BRC mediates the relationship between the BRG and purchase intention. Other study such as [45] also reported that mediates the relationship between the

BRG and purchase intention. [46] studied the Senegal consumer's perception and stated that BRC significantly influences the brand's globalness and attitude association. [47] also claimed that BRC mediates the relationship between the consumer purchase intention and brand globalness. Based on the above we developed our third hypothesis:

H3: BCRED mediates the association between BRG and purchase intention.

2.3 Conceptual Model

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┌─────────────────────┐      ┌─────────────────────┐      ┌─────────────────────┐
│  Perceived Brand    │ ───▶ │  Brand Credibility  │ ───▶ │ Purchase Intention  │
│     Globalness      │      │                     │      │                     │
└─────────────────────┘      └─────────────────────┘      └─────────────────────┘
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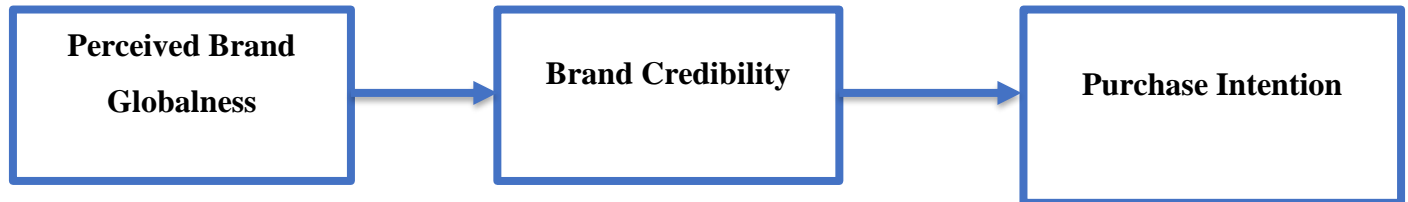
Figure 1: Research Model

3. METHODOLOGY

This study has explored the nexus between BRG and purchase intention via BCRED. The research design utilized in this work is deductive especially quantitative. Quantitative technique emphasizes on numerical and statistical data. Quantitative studies consists of methodologies which includes questionnaires, structured observations or experiments. Therefore, to gather data, the self-administered questionnaire is designed. Data was collected through questionnaire of a 5 point Likert scale, that contains two modest options i.e. agree, disagree surrounded by two extremes i.e. strongly agree, strongly disagree with neutral in between. The study contains 3 variables. The BCRED is measured with three items and adapted from the work of [14]. The items are evaluated on a five-point Likert scale where 5 is strongly agree and 1 is strongly disagree. The BRG is measured with five items. The one item is adapted from the work of [57] and the four item is adapted from the work of [24]. The items are evaluated on a five-point Likert scale where 5 is strongly agree and 1 is strongly disagree. The purchase intention is measured with four items and adapted from the work of [43]. The items are evaluated on a five-point Likert scale where 5 is strongly agree and 1 is strongly disagree. All in all, the instrument comprised of two parts. The part one comprised of demographics and the second comprised of variables statements.

The questionnaire is shared by using the convenience sampling approach and shared using google forms. The target audience is customers of Iraq and in total 405 responses were approached. The responses were collected solely from the consumers who buy Turkish products. The Statistical Package for the Social Sciences (SPSS) and Smart PLS Software are used in this investigation. For the descriptive analysis, we employ SPSS, and the Partial Least Square-Structural Equation Modelling (PLS-SEM) is examined using Smart PLS. The ethical consideration is ensured by gathered data voluntarily. It was ensured to the respondents that the collected information will not be used for other purpose other than the research. Moreover, the confidentiality of the personal information given from the respondent was guaranteed.

4. DATA ANALYSIS AND FINDINGS

4.1 Demographic Analysis

The first test applied in this research is demographic profile using the SPSS software. This test gives the information about the target audience to understand the composition of the targeted people in a comprehensive manner. The profile of the participants is depicted in table 1. The table 1 shows that 405 people participated, most of whom were male, i.e., 219 (54%) and 46% of them were female i.e., 186 respondents. The table shows that out of 405 people participated, majority of the respondents falls in the age bracket of 18-15 which is 166 (41%) followed by 26-30 which is 134 (33%). 18% falls in the age bracket of 31-35 and remaining fall in the age bracket of above 35 which is 34

(8%). The table shows that majority of the respondents holds an undergraduate degree i.e., 190 (47%), followed by graduate that represents 27% (108) of the respondents. While respondents who holds high school education is 17% (70) and below high school is 9% (37). Moreover, majority of the respondents have an average income level of 500-1000 i.e., 167 (41%), followed by less than 500$ 31% (127) While respondents whose average income falls in the income level of 1000-1500 is 83 (20%) and those respondents whose income level is above 1500$ is 7% (27).

Table 1

		Frequency	Percent
Gender	Male	219	54
	Female	186	46
AGE	18-25	166	41
	26-30	134	33
	31-35	71	18
	above 35	34	8
Education	Below High School	37	9
	High School	70	17
	Under graduate	190	47
	Graduate	108	27
Income Level	Less than 500$	127	31
	500 $ -1000$	167	41
	1000 $ - 1500 $	83	20
	Above 1500 $	28	7

4.2 Measurement Model

Before analyzing the research model, the measurement model is evaluated. In the measurement validity convergent and discriminant validity is analyzed. The convergent validity is evaluated on the basis of Cronbach's Alpha, composite reliability and average variance constructed (AVE). The internal reliability of the model is evaluated by looking at the values of individual item reliability, Cronbach's alpha and composite reliability. The values of average-variance-extracted by factor loadings are utilized to evaluate convergent validity. Thus, the values of individual item reliability, Cronbach's alpha and composite reliability should be greater than 0.7 and the values of average-variance-extracted should be greater than 0.5 [58; 59].

Table 2 shows the convergent validity results and shows that the values meet the benchmark criteria. The value of Cronbach's Alpha and composite reliability is greater than 0.7 and the value of AVE is greater than 0.5. The outcome shows that the values meet the benchmark criteria. The value of Cronbach's Alpha and composite reliability is greater than 0.7 and the value of AVE is greater than 0.5.It can be concluded from the outcome that the internal consistency of the model is satisfied as the value of individual item reliability lies between 0.867 to 0.929. Similarly, the value of Cronbach Alpha is 0.922 and the composite reliability is 0.923. Moreover, the values of average-variance-extracted is greater than 0.5 in all cases. Therefore, it can be stated that the convergent validity is demonstrated [59].

Table 2 Convergent Validity

Variables	Individual Item Reliability		Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
BCRED	BCRED1	0.855	0.720	0.800	0.656
	BCRED2	0.918			
	BCRED3	0.904			
BRG	BRG1	0.850	0.908	0.917	0.731

	BRG2	0.903			
	BRG3	0.911			
	BRG4	0.773			
	BRG5	0.832			
PI	PI1	0.867	0.922	0.923	0.811
	PI2	0.899			
	PI3	0.929			
	PI4	0.906			

After the convergent validity, the discriminant validity is evaluated with Heterotrait-Monotrait Ratio (HTMT). The HTMT shows the relation of the average of the correlations of the variables items with respect to the geometric means of the correlations of the same variable items. According to [60] the values in the table should be less than 0.85.

Table 3 shows the HTMT table and the outcome shows that none of the value is higher than 0.85 indicating discriminant validity [59].

Table 3 HTMT

	BCRED	**BRG**	**PI**
BCRED			
BRG	0.768		
PI	0.781	0.690	

Thus, based on the findings reported in 2 and 3 tables it can be concluded that the discriminant validity is determined.

4.3 Structural Model

The SEM (structural equation modeling) was applied to examine the developed hypotheses of the study as displayed in figures below.
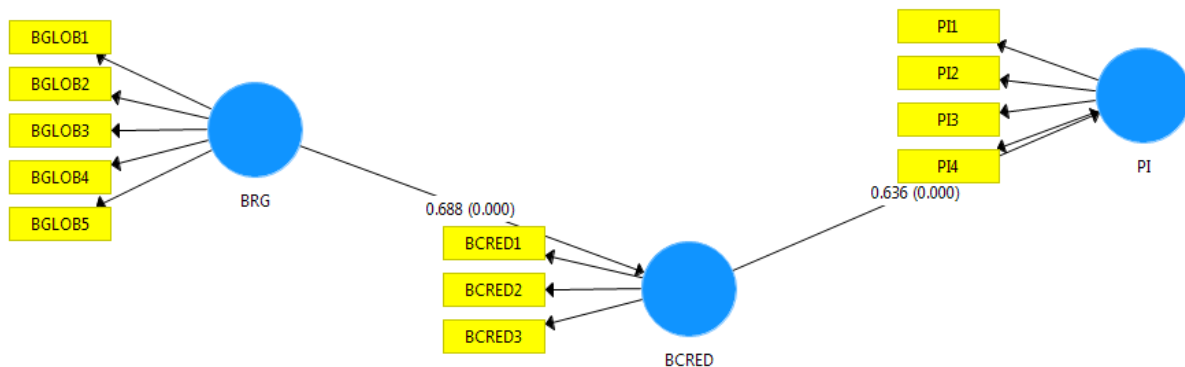

Figure 2: PLS-SEM

The PLS-SEM was applied on the developed model, and the collected responses were analyzed using SmartPLS 4.0. The software is preferred over others as the model has one mediator and that can be easily analyzed. The PLS algorithm is applied to calculate the path coefficients. In PLS algorithm, bootstrapping with a sub samples of 5000 was utilized to explore the path coefficients significance. Table 4 shows the hypothesis testing results. This model shows the total effect of the variables excluding the effect of the mediating variable. The beta value shows the

association between the variables are positive or negative, while the P values shows either the association between the variables are significant or insignificant.

Table 4 shows the link between the BRG and BCRED. The outcome shows that the association between the BRG and BCRED is significantly positive as the value of β is 0.688 and the value of P is less than 0.1 showing that the developed hypothesis is accepted. Table 20 shows the link between the BCRED and purchase intention. The outcome shows that the association between the BCRED and purchase intention is significantly positive as the value of β is 0.636 and the value of P is less than 0.1 showing that the developed hypothesis is accepted.

Table 4

	Beta Value	Standard deviation	T statistics	P values
BRG -> BCRED	0.688	0.036	17.768	0.000
BCRED -> PI	0.636	0.034	19.234	0.000

4.4 Meditation Analysis

For the mediation analysis, the procedure proposed by [61] was used. The result of the mediation is reported in table 5. The result of indirect effect shows that there is positively significant association between the variables as the value of β is 0.409 and the P value is less than 0.1. The result shows that BCRED mediates the BRG and purchase intention relationship.

Table 5

	Beta Value	Standard deviation	T statistics	P values
BRG -> BCRED -> PI	0.409	0.038	10.776	0.000

DISCUSSION

The first hypothesis is related to BRG and BCRED association. The outcome shows that there is a positive and significant association between the two variables indicating that the developed hypothesis is accepted. The result indicates that if BRG increases by 1 percent the BCRED increases by 0.688. The result aligns with the work of [63]; [40], and differ with the studies of [27] and [62]. The study's findings explicate the role of global brands in shaping the BRC of consumers. From the global brand's perspective, global brands denote high quality, and this perception increases the consumer's willingness to purchase the product. This connection of superior quality develops the individual perception and acceptance of the brands [64].

The second hypothesis is related to BCRED and purchase intention association. The outcome shows that there is a positive and significant association between the two variables indicating that the developed hypothesis is accepted. The result indicates that if BCRED increases by 1 percent the purchase intention increases by 0.631. The result aligns with the work of [65], and [66]. The outcome reflects that when the brand has high BRC the consumer is more inclination to purchase that brand. Therefore, from the outcome it can concluded that in order to enhance the purchase intention of the customers, the BRC plays an integral part.

The third hypothesis is related to BCRED mediating effect on brand globalness and purchase intention association. The outcome shows that there is a positive and significant association between the two variables indicating that the developed hypothesis is accepted. In other words, the result shows that BRC mediates the relationship between brand globalness and purchase intention. The result aligns with the work of [65]. The result shows that when brand promises what they deliver it will lead to develop positive purchase intention among consumers. When a customer got attracted towards a global brand due to high credibility, it will make that brand as one of the considerations while purchasing.

CONCLUSION AND MANAGERIAL IMPLICATIONS

BCRED is one of the important indicators as this leads the intention of the consumers to purchase the product. In literature the BCRED is measured with numerous constructs With respect to brand globalness as an antecedents of BCRED, this is not a popular research subject and are still in their growing stage. The nexus between the brand globalness on BCRED is at an early stage in Iraq, and only one study has been done that have analyze the role of deceptive marketing, brand image on purchase intention. Therefore, this study examines the association between BRG on BCRED and purchase intention. The brand globalness is utilized as the independent variable, purchase intention as the dependent variable and the BCRED as a mediator. The sample gathered was 405 responses using a 5-point Likert questionnaire. The PLS-SEM is utilized as a statistical tool. The research purpose of this study is explanatory, the research approach utilize in this study is quantitative and the research design used in this study is correlational. In addition, the sampling technique utilized in this study is convenience sampling.

The thesis formulate three research questions and three hypotheses. The study answer this questions and hypotheses by confirming that brand globalness generates positive influence on BCRED. The result indicates that consumer perceive the global brand as a brand that has high quality and prestige which in turn shapes the credibility of the brands. Moreover, this study also confirms that the association between the BCRED and purchase intention is positive and significant. Moreover, this study also confirms that BCRED mediates the relationship between the brand globalness and purchase intention. This research also contribute theoretically as this study shed scientific information in the domain of branding literature. Along with this, it also contribute the role of brands globalness in shaping the behavior of the customers.

Managerial Implications

The current study highlighted that globalness could be used as a valuable tool that leads toward the BCRED. İt is recommended that efforts be made to connect the consumer aspiration towards the global brands in a country so that global characteristics connected with the economy of interest can be transmitted to the brand. Thus, globalness can be utilized as a valuable tool that brand managers can use to improve the BCRED. The study indicated that the critical factor that shape the consumers' BCRED is the brand's globalness. Therefore, it is recommended that these two features should be encountered in strategies. The managers of global brands need to develop credibility of their brand in their promotional activities to affect choice of their customers.

The outcome of the research has given valuable implications for the marketing and branding managers who want to enter in the Iraqi country or the similar economies. In order to do so, the most important way is to understand the brand globalness notion which required the right adoption of strategies and directions. Thus, this research try to give numerous insights for the marketers and brand managers. This research indicates that brand globalness influences the credibility of the brand positively and significantly. It affirms that the firms that deal in global brands should improve their brand globalness among customers to strengthen their perception related to brands. Therefore, the managers of brands should encourage the exposure of the brad globally by applying different marketing strategies which includes getting the sponsorship of popular events worldwide and advertisements. Similarly, the managers of the brands should also highlight their brands using different social media forms such as Twitter, Facebook, Instagram, and Zalo.

In addition, the marketers should also realize the importance that consumer link brand globalness as a symbol of quality. As an outcome, this quality signal reinforces their perception related to credibility of the brands. Thereof, the brand marketers and managers should also develop a perception of brand quality by highlighting the quality of the brands in their advertisements. It is also recommended that they should focus on their raw material quality, product line, ingredients and all those factors that shapes the quality of the brand. It is also assumed that quality is one of the factor that leads BCRED therefore it is recommended that it should be developed for global brands by emphasizing in their communication.

The brand that are global creates their own brand prestige. Therefore, to improve the prestige of the brand the brand managers should encounter social success, status and should enrich it via the brand consumption. While purchasing the brand the customer give more attention to the global brands as it is considered to be a status symbol. Therefore, it is recommended that the managers should develop a strategy that make their brand recognizable. They should try to develop their brand as distinct and prestigious.

In addition, the outcome of this study is also beneficial for the brand managers and advertisers. As the research explore the association between the BCRED and purchase intention, the outcome can be used by them to enhance the customer purchase intentions. They can increase the BCRED by using advertising and creating positive word of mouth. The increased brand name will lead the consumer purchase intention. Moreover, the marketers and brand managers should also develop communication campaigns that result in strong brand image as this in turn leads BCRED.

It is really difficult for the practitioners, and marketing researchers to understand customer buying patterns. It is of immense important to understand the consumer purchase intention as the sustainability of brands depends on it. Our results indicates that brad managers should recognize the role of BCRED in shaping the customer decision making. Therefore, the brand should divert their efforts that result in improved BCRED as it ultimately effects the buying behavior. The brands should develop the forums on their websites where the customers can share their buying experience and the overall quality of the products. When other customers see the other customer reviews it will develop trust towards that brand and will motivate them to buy that brands. Moreover, the marketing managers should also encourage positive word of mouth as it will also help in building brand image.

Academic Contributions

The conceptual model constructed in this study tries to measure the impact of BCRED on BRG and purchase intention nexus, and the model reflect a great values as depicted by the value of Cronbach's α. The outcome of the study acknowledges that the model meets the internal consistency and this model is enough to analyze the variables within the research, and result in to answer the research questions. In addition, the outcome shows that the brand globalness and BCRED are the main factors of purchase intention. A vast number of work have explored the impact of BCRED and purchase intention, and BRG and purchase intention. Hence, to the best of our belief no study has examined the nexus between these three variables in Iraq.

This study has explored the impact of brand globalness on BCRED and how BCRED influences purchase intention. Considering the first research question, as explored in past studies, this research also claims that the association between the BRG and BCRED is positive ad significant. The result predicts that global brands are considered to be more credible among the respondents. Concerning, the second research question, the result of this stud aligns with many researchers and the outcome shows that the association between the two are significant. The result indicates that if the customer considered the brand credible it will motivate the consumer to buy that product. Lastly, the third question is related to the mediating the effect of BCRED on brand globalness and purchase intention association. The result shows that the BCRED mediates the nexus indicating that consumer brands are considered more reliable by the consumers which in turn result in purchase intention.

Limitations and Direction for Future Research

This study encounters few weaknesses that can be overcome by future studies. In this study, we only focus on international brands that are operating in Iraq. This selection brings biased result and the result become biased. Precisely, this research focuses on Turkish brands operating in Iraq so, due to the limited selection of products, the limited exposure of consumers limits the results extrapolation. [22] explored the association between the willingness to pay and global brands using the real and functional brands. Therefore, the future studies should also compare the association between the Turkish, real and functional brands. In addition, this research doesn't bifurcate over the cheap and expensive products and how the product type influences the consumer purchase intention. Therefore, the

future studies should also explore the existing association by looking at the impact of product type. Moreover, the future studies should also look in to the role of price and perceived risk on the nexus. It is because considering different customers' needs and occasions give interesting outcomes in the research domain.

From the result extrapolation and managerial implications, this study targets the Iraqi customers. The model can be replicated in other nations. In addition, this study does not look in to the cultural identity of the individuals, which can be consider in future work. In addition, the role of political incidents can also influence the consumer purchase intention so this should also be considered as a significant predictor. Furthermore, this study has only explore the influence of global brands but the factor such as local brand is ignored so future studies can also add this variable as an independent variable. In this work, only one dependent factor is used (purchase intention) and one mediating variable (brand credibility). The future scholars should add more dependent variables such as intention to recommend, willingness to pay. From the mediated variables perspective, as brand globalness is linked with perceived quality so this can be added as a mediating variable. Another factor, which can be considered to be added in the model can be product scarcity. The previous study such as [28] reported that product sacristy influences the purchase behavior. Moreover, feeling or emotions can also effect the consumer buying patterns, so included this in the model can add more value.

To improve the model's explanatory power, future studies should add variables that disposition consumer attitudes such as materialism, cosmopolitanism, and ethnocentrism. Similarly, the research can be replicated in other economies. Moreover, the study does not explore the effect of user experience, so it is suggested that future studies can also be added to the model. Lastly, this study doesn't analyze the moderating effect of the variables. Therefore, it is suggested that the future studies can explore the influence of moderating variables on the core variables association to have more findings. The moderating variables can be comprised of age, gender and education.

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