

Research Article

Balancing Global Brands with Local Tastes: A Study of Consumer Preferences In Uttar Pradesh Food Sector Under Glocalization

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Abstract: Using the conceptual framework of glocalization, the purpose of this research is to analyse the ways in which customers in the cultural and culinary environment of Uttar Pradesh, India, engage with international fast-food companies. A number of different theories, including Materialism Theory, Theory of Cultural Capital, Signalling Theory, and Consumer Culture Theory, are used in this research project to investigate the ways in which local cultural preferences and global brand characteristics influence the intention of consumers to make a purchase. The use of purposive sampling allowed for the collection of one hundred valid responses from consumers of a number of multinational fast-food chains located in key cities in the state of Uttar Pradesh as well. The questionnaire was organised and closed-ended, with a seven-point Likert scale. The findings indicate that some aspects of a brand, such as its perceived globalness, authenticity, cultural capital, local symbol value, and materialism, have a positive influence on the consumer's desire to make a purchase. Also, when it came to the relationships between authenticity and purchase intention, consumer cosmopolitanism was shown to moderate all but one of the following: perceived brand globalness, global brand cultural capital, materialism, and global brand local symbol value. It has been shown that the global brand credibility and the global brand attitude operate as mediators between the influences of the independent variables on the consumer's intention to make a buy purchase. This study offers valuable information to multinational corporations and global brand managers in Uttar Pradesh and across India who are attempting to localise their glocalization plans in order to better accommodate the diverse food sector in that region.

Keywords: Glocalization, Brands, Food sector, Uttar Pradesh, Consumer.

INTRODUCTION

Particularly noteworthy among the various sectors that have been subjected to significant transformations as a consequence of globalisation is the food industry. Customers have access to an increasing number of food options as a result of the proliferation of global brands and the expansion of enterprises' spheres of influence across international boundaries. [1] On the other hand, an interesting side effect that has evolved as a result of this influx of global commodities is the contrast that has formed between regional tastes and world cuisine. The local population still has strong cultural, regional, and traditional tastes when it comes to food, despite the fact that people have greater access to worldwide brands and cuisines than ever before. The term "glocalization" refers to the process of blending global trends with regional preferences in a product or service. The glocalization of the food business in India is a phenomenon that is both fascinating and constantly evolving, particularly in the state of Uttar Pradesh.[2] Customers in Uttar Pradesh continue to adhere to the traditional tastes and preferences of Indian cuisine, despite the fact that they are increasingly enticed to patronise foreign fast food firms like as McDonald's, Domino's, and KFC. Food firms that operate on a worldwide scale have an ongoing challenge in attempting

to strike a balance between being truly global and catering to the preferences of local consumers.

Food Sector Glocalization

The word "glocalization" refers to the process by which multinational firms adapt their products and services to meet the tastes of certain regions over time. As a consequence of this, even though multinational food companies adhere to the same production guidelines everywhere, they are still required to modify their recipes in order to accommodate the preferences and traditions of specific regions. The purpose of this technique is to maintain the essence of the brand while simultaneously changing menu items, advertising campaigns, and product components to the preferences of the local population. Within the state of Uttar Pradesh, this flexibility is shown in a number of different ways.[3] International fast food restaurants, for example, provide vegetarian versions in order to cater to the requirements of the state's population, which is mostly vegetarian. Considering the vast array of cuisines that are appreciated there, it is possible that they would alter the spices, sauces, and cooking methods in order to cater to the preferences of the locals. The inclusion of regional flavours into global commodities is about more than simply increasing the flavour of the product; it is also

about making it more culturally relevant. This is because food plays a major role in the formation of regional identities.[4]

Uttar Pradesh Food Culture

The state of Uttar Pradesh, which is both one of the most populous and historically important states in India, is home to a diverse range of culinary traditions. In this region of India, the indigenous, Mughal, and Awadhi culinary traditions come together to produce a cuisine that is exclusive to this region. A significant component of the regional cuisine is comprised of well-known dishes like as kebabs, biryanis, parathas, and chaats. In spite of the fact that multinational corporations are gaining increasing influence, the regional culinary culture is enjoying great success.[5] In addition to the fact that samosas, kachoris, and jalebis are among the most well-liked traditional dishes, the region is still home to a large number of excellent restaurants and food booths. Local tastes are still very much in the forefront, despite the fact that foreign food brands are gaining popularity in Uttar Pradesh. This is because regional cuisines are presented extensively in the state's restaurants.

Consumer Preferences' Contribution to Glocalization

The degree to which glocalization is successful in the food business is strongly reliant on the tastes of potential customers. Customers in Uttar Pradesh display a mixed bag when it comes to their cuisine tastes, being both open to and excited about international products [6] Food makers from over the world who are interested in achieving success in this sector would be wise to get acquainted with their customers' tastes. According to research, residents of Uttar Pradesh are becoming more worried about their health and are making an effort to find products that live up to their expectations in terms of quality, freshness, and nutrition. Convenience is becoming more sought after, particularly in urban regions where people lead more stressful lifestyles. This is especially true in the United States. Consumers all around the globe are seeking for healthier alternatives that don't sacrifice flavour or quality, and fast-food businesses are witnessing a surge in demand as a result. [7] In addition, taste is a crucial factor in the process. In spite of the fact that fast food restaurants with a global presence may introduce new menu items such as pizza, burgers, and fries, they are nevertheless required to cater their offerings to the interests of the local community. To do this, it may be necessary to provide burgers with a higher level of heat or to include regional flavours into pizzas. The process of adapting a product to the culinary preferences of a certain region is an important component of glocalization since it has the potential to boost the product's acceptance in the target market.[8]

Balance Global Brands with Local Tastes Challenges

While there are a lot of benefits and drawbacks associated with glocalization, food businesses need to be aware of them before entering the market in Uttar Pradesh. One of the most difficult challenges is to modify products to cater to regional tastes while yet maintaining the global identity of the brand. Keeping a consistent level of quality and service is very necessary for the success of businesses that

operate on a worldwide scale. There is a possibility that regional variations in product taste or quality might lead to a negative impact on the brand's reputation. In addition, the fact that Indian consumers are very price conscious is another challenging factor. It's possible that brands that are renowned on a global scale are known for producing high-quality items; nevertheless, in order to appeal to the varied population of Uttar Pradesh, businesses need to keep their pricing reasonable. [9]

When attempting to satisfy the expectations of local customers about product affordability without sacrificing quality, there is a tight line that must be walked. Additionally, it is essential for marketing strategies to be in accordance with the local traditions and values. One of the most frequent challenges that global food firms have is promoting their products in a manner that is respectful of the customs of other countries. The religious and cultural conventions that determine the food choices and habits of the people of Uttar Pradesh must be taken into consideration in any advertising or marketing activities that are directed towards the people of Uttar Pradesh. On the other hand, catering to the cultural sensitivities of the local community could be as straightforward as ensuring that certain items do not contain meat, or it could be as involved as providing vegetarian options. When it comes to glocalization, the fact that multinational food enterprises in Uttar Pradesh are seeking to establish a balance between global appeal and local adaptation is what makes their efforts all the more fascinating. The increased demand for their goods in Uttar Pradesh presents an opportunity for fast food chains and other international firms to profit on the situation by catering to the tastes, eating habits, and ethics of the local population. It is essential for global food enterprises to have the ability to successfully blend global standards with local cuisines in order to achieve success in Uttar Pradesh, where consumer preferences are constantly evolving. Consequently, this will guarantee that their products are appealing to the diverse and ever-changing client base.[10]

OBJECTIVES

1. To examine how local cultural values and preferences affect Uttar Pradesh residents' propensity to buy international food brands.
2. To evaluate the extent to which glocalization tactics assist international food firms in conforming to Uttar Pradesh's local customer preferences and habits.

MATERIAL AND METHODS

Using a descriptive and exploratory research strategy, this study aims to delve into customer preferences within the Uttar Pradesh food business. Glocalization, as it pertains to fast food chains with locations all over the world, is the main focus of this study. Data were collected using standardised questionnaires that were delivered both online (using Google Forms) and offline, following a quantitative technique. The poll used a non-probability purposive sampling approach to recruit 100 respondents from different cities in Uttar Pradesh. Incorporating variables derived from prior research, the 47-item questionnaire uses

a 5-point Likert scale. Cosmopolitanism, ethnocentrism in consumer culture, authenticity, perceived globalness of brands, and cultural capital are some of the important ideas explored in this study. Data analysis is carried out using SmartPLS 3.0 Structural Equation Modelling (SEM), which permits the evaluation of correlations and mediating and moderating factors. The overarching goal of this methodological strategy is to shed light on how multinational corporations modify their offerings to cater to local tastes and customs.

Respondent Demographics

The particulars of the demographic information of the respondents are included in Table 1, which you may see. Over a hundred participants participated in this study by filling out paper questionnaires or completing an online Google survey. The frequency with which the respondent was acquainted with different fast-food chains located all over the globe is shown in Table 1. 60.4% of the respondents were male, which equates to 604 individuals, while 39.6% of the respondents were female, which equates to 396 individuals. Further information is available in Table 1

Table 1: Respondent Gender Distribution

Gender	Frequency	Percentage (%)
Female	40	40.0%
Male	60	60.0%
Total	100	100%

Table 2: Respondent Age Distribution

Age Group	Frequency	Percentage (%)
Less than 21	16	16.0%
21 to 30	48	48.0%
31 to 40	25	25.0%
41 to 50	9	9.0%
Above 50	2	2.0%
Total	100	100%

Table 3: Level of Respondent Education

Education Level	Frequency	Percentage (%)
Matriculation / O Level	1	1.0%
Intermediate / A Level	7	7.0%
Undergraduate	40	40.0%
Graduate	50	50.0%
Doctorate	2	2.0%
Total	100	100%

Table 4: Monthly Income of Respondents

Income Range (INR)	Frequency	Percentage (%)
Less than 20,000	23	23.0%
20,000 to 40,000	24	24.0%
40,000 to 60,000	26	26.0%
60,000 to 80,000	17	17.0%
Above 80,000	10	10.0%
Total	100	100%

DATA ANALYSIS AND RESULT

Confirmatory Factor Analysis

Generally speaking, in the field of research, item scales are considered to have good internal consistency when their Cronbach's Alpha values are 0.7 or above. The reliability threshold for this coefficient is 0.7, and it ranges from 0 to 1. The results of the primary investigation are shown in Table 2, with the Composite Reliability values ranging from 0.859 to 0.947.[11] The findings show that the study's constructs were quite reliable. When it comes to PLS-SEM models, the Cronbach's Alpha reliability of composite measures is very crucial. As shown in Table 2, the majority of researchers that were part in this study used composite reliability as a means of data analysis. In addition, every latent variable met or exceeded the original study's composite reliability score of 0.7.[12] In partial least squares modelling, the rho_A coefficient is considered to be the most reliable indication (Dijkstra and Henseler, 2015). A rho A value below 0.7 is considered insufficient for evaluating the dependability of the model, as pointed out by Henseler et al. (2016).

Validity and Dependability

To examine the internal consistency of the study's data, the researchers used Cronbach's Alpha. The reliability of the items' scales was primarily responsible for this uniformity. Levels of Cronbach's Alpha between 0.7 and 0.7 are considered adequate, while values between 0 and 1 are also considered acceptable. Table 2 displays the reliability levels for each construct together with the different scales' Cronbach's Alpha coefficients, which vary from 0.826 to 1.00. Because of this, we used procedures such as composite reliability and confirmatory factor analysis (CFA). [14] and AVE with Smart-PLS3 verified convergent validity. Optimal individual factor loadings, as shown in Figure 1, are more than 0.70. [15], A model must have great validity in order for it to fit data accurately. The questions in this study are designed to evaluate structures that are latent in theory, which is a crucial part of construct validity. This means that convergent and discriminant validity, in addition to the core features of the study, impact the concept validity.

Table 5. Analysis of Confirmatory Factors (CFA)

Constructs	Items	Factor Loading	VIF	Alpha	rho_A	CR	AVE
Cosmopolitanism	CC1	0.818	2.523				
	CC2	0.867	3.375				
	CC3	0.794	3.644				
	CC4	0.834	2.944	0.907	0.918	0.927	0.681
	CC5	0.871	3.500				
	CC6	0.761	2.338				
Consumer Ethnocentrism	CE1	0.797	1.720				

	CE2	0.832	2.531				
	CE3	0.890	3.013	0.866	0.879	0.908	0.713
	CE4	0.857	2.093				
Consumer Purchase Intention	CPI1	0.917	3.980				
	CP12	0.881	3.219				
	CP13	0.880	2.885	0.903	0.906	0.932	0.775
	CP14	0.843	2.395				
Global Brand Attitude	GBAT1	0.923	2.840				
	GBAT2	0.897	2.448				
	GBAT3	0.868	2.169	0.878	0.886	0.924	0.803
Global Brand Authenticity	GBAU1	0.845	2.779				
	GBAU2	0.841	2.642				
	GBAU3	0.835	2.651				
	GBAU4	0.814	2.444	0.895	0.899	0.920	0.657
	GBAU5	0.771	2.517				
	GBAU6	0.750	2.398				
Global Brand Credibility	GBC1	0.812	3.097				
	GBC2	0.815	3.383				
	GBC3	0.891	4.120				
	GBC4	0.843	3.535				
	GBC5	0.869	3.517				
	GBC6	0.861	3.602				
	GBC7	0.834	2.839	0.934	0.937	0.947	0.717
Global Brand Cultural Capital	GBCC1	0.876	2.053				
	GBCC2	0.907	2.277				
	GBCC3	0.795	1.617	0.825	0.845	0.895	0.740
Global Brand Local Icon Value	GBLIV1	0.901	2.159				
	GBLIV2	0.884	2.256				
	GBLIV3	0.863	2.085	0.859	0.874	0.913	0.779
Materialism	MAT1	0.896	2.704				
	MAT2	0.862	2.626				
	MAT3	0.853	2.439	0.883	0.902	0.919	0.739
	MAT4	0.826	2.241				
Perceived Brand Globalness	PBG1	0.782	1.606				
	PBG2	0.724	1.424				
	PBG3	0.803	1.592				
	PBG4	0.798	1.624	0.781	0.787	0.859	0.604

Fornell-Lacker criteria discriminant validity

Distinguishing or differentiating the study's variables was described by their discriminant validity values.[16], The Fornell-Larker criteria was also described by them. [11] to find out if the latent variables are discriminantly valid. A square root of the average variance extracted (AVE) that is bigger for each latent variable than for any other construct's correlation values is an indication of discriminant validity or discriminant validity.[17] The Fornell-Lacker Criterion for discriminant validity analysis was reported in Table 3, and the data showed that discriminant validity is not being challenged. This is due to the fact that the diagonal values (square root of AVE) are higher than the inter-construct correlations, as was predicted.[18] The researchers used discriminant validity analysis in order to ascertain whether or not the variables in question are, in fact, exclusive to the constructs under investigation. The investigation's findings corroborate the diagonal values' role in explaining variation. According to the table's statistics, the square of each correlation value is positively correlated with the square root of the explained variance. Hence, this link is beneficial. It is clear from the table that this study is focussing on separate and distinct notions. [19]

Heterotrait-Monotrait Ratio ("HTMT")

One possible approach to assessing the study model's discriminant validity is the HTMT test, which stands for heterotrait-monotrait correlation of ratios as an acronym. The most recent method for determining discriminant validity is the Heterotrait-Monotrait methodology. According to Table 6, discriminant validity would not be present if the HTMT value was near to 1. It was described by Hair et al. (2022) as the ratio of inter-trait correlations to intra-trait correlations. People started calling this ratio the correlation ratio. Indicators of heterotrait correlation across constructs and signs of monotrait correlation within constructs are provided by correlation values. In this case, the correlation analysis provides the markers.

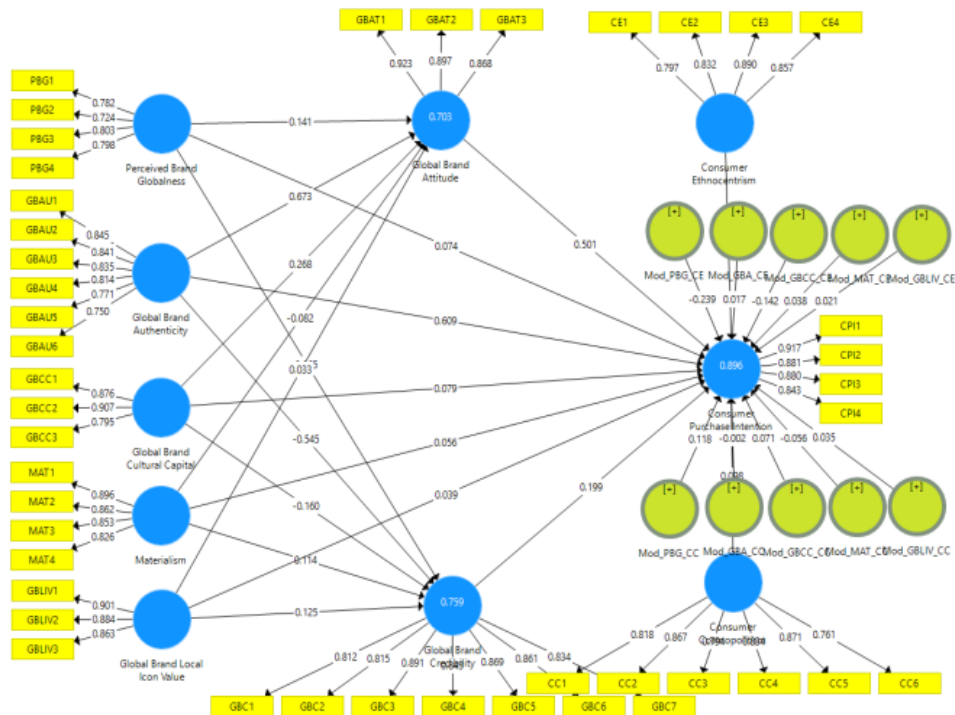


Figure 1. The study's measurement model

Table 6. The validity of the Fornell-Lacker criterion for discrimination

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	0.825																			
2	0.355	0.844																		
3	0.542	0.401	0.881																	
4	0.498	0.329	0.874	0.896																
5	0.584	0.410	0.871	0.807	0.810															
6	0.619	0.411	0.748	0.820	0.837	0.847														
7	0.539	0.329	0.730	0.723	0.769	0.756	0.860													
8	0.368	0.654	0.395	0.403	0.481	0.551	0.504	0.882												
9	0.613	0.212	0.513	0.539	0.579	0.625	0.611	0.479	0.860											
10	0.521	0.215	0.310	0.297	0.376	0.387	0.373	0.295	0.358	1.000										
11	0.347	0.038	0.410	0.447	0.441	0.399	0.362	0.404	0.258	0.716	1.000									
12	0.478	0.206	0.344	0.345	0.411	0.424	0.424	0.324	0.374	0.953	0.704	1.000								
13	0.295	0.040	0.366	0.380	0.353	0.310	0.251	0.058	0.097	0.636	0.846	0.655	1.000							
14	0.498	0.027	0.330	0.313	0.394	0.397	0.394	0.115	0.348	0.782	0.708	0.748	0.622	1.000						
15	0.040	0.222	0.054	0.064	0.049	0.039	0.072	0.086	0.097	0.533	0.464	0.516	0.528	0.329	1.000					
16	0.504	0.150	0.328	0.347	0.417	0.449	0.396	0.302	0.404	0.921	0.645	0.892	0.538	0.814	0.431	1.000				

17	0.214	0.114	0.243	0.282	0.266	0.245	0.103	0.083	0.220	0.623	0.775	0.576	0.752	0.593	0.457	0.591	1.000			
18	0.477	0.208	0.362	0.357	0.430	0.421	0.406	0.294	0.394	0.946	0.712	0.948	0.628	0.726	0.497	0.876	0.599	1.000		
19	0.330	0.008	0.276	0.332	0.347	0.318	0.209	0.001	0.119	0.719	0.834	0.703	0.862	0.661	0.548	0.636	0.775	0.735	1.000	
20	0.533	0.292	0.526	0.516	0.656	0.652	0.682	0.440	0.572	0.437	0.358									

Table 7. Ratio of Heterotrait to Monotrait (HTMT)

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1. Consumer Cosmopolitanism	1.000																		
2. Consumer Ethnocentrism	0.388	1.000																	
3. Consumer Purchase Intention	0.575	0.448	1.000																
4. Global Brand Attitude	0.543	0.362	0.574	1.000															
5. Global Brand Authenticity	0.631	0.462	0.580	0.615	1.000														
6. Global Brand Credibility	0.658	0.444	0.806	0.600	0.618	1.000													
7. Global Brand Cultural Capital	0.600	0.392	0.840	0.833	0.690	0.650	1.000												
8. Global Brand Local Icon Value	0.404	0.750	0.451	0.457	0.554	0.614	0.589	1.000											
9. Materialism	0.664	0.242	0.561	0.599	0.650	0.684	0.703	0.542	1.000										
10. ModGBA × CC	0.552	0.237	0.323	0.317	0.401	0.398	0.412	0.316	0.384	1.000									
11. ModGBA × CE	0.370	0.043	0.427	0.475	0.465	0.407	0.394	0.053	0.269	0.716	1.000								
12. ModGBCC × CC	0.502	0.226	0.359	0.366	0.437	0.437	0.465	0.347	0.402	0.653	0.704	1.000							

13. Mod GBCC × CE	0.3 22	0.0 43	0.3 80	0.4 05	0.3 72	0.3 14	0.2 71	0.0 93	0.1 01	0.6 36	0.8 46	0.6 55	1.0 00					
14. Mod GBLIV × CC	0.5 32	0.0 74	0.3 47	0.3 38	0.4 21	0.4 10	0.4 37	0.1 19	0.3 70	0.7 82	0.7 08	0.7 48	0.6 22	1.0 00				
15. Mod GBLIV × CE	0.1 14	0.2 33	0.0 68	0.0 74	0.0 75	0.0 53	0.0 88	0.1 96	0.1 06	0.5 33	0.4 64	0.5 16	0.5 28	0.3 29	1.0 00			
16. Mod MAT × CC	0.5 36	0.1 62	0.3 42	0.3 71	0.4 45	0.4 64	0.4 35	0.3 25	0.4 32	0.6 21	0.6 45	0.6 92	0.5 38	0.8 14	0.4 31	1.0 00		
17. Mod MAT × CE	0.2 44	0.1 37	0.2 52	0.3 03	0.2 82	0.2 51	0.1 07	0.1 00	0.2 35	0.6 23	0.7 75	0.5 76	0.7 52	0.5 93	0.4 57	0.5 91	1.0 00	
18. Mod PBG × CC	0.4 98	0.2 30	0.3 76	0.3 78	0.4 57	0.4 32	0.4 48	0.3 15	0.4 23	0.6 46	0.7 12	0.6 48	0.6 28	0.7 26	0.4 97	0.6 76	0.5 99	1.0 00
19. Mod PBG × CE	0.3 62	0.0 42	0.2 85	0.3 57	0.3 72	0.3 26	0.2 28	0.0 82	0.1 27	0.7 19	0.8 34	0.7 03	0.8 62	0.6 61	0.5 48	0.6 36	0.7 75	0.7 35

Regression Analysis

To see how the exogenous variable explained the variation of the endogenous variable using R-squared statistics, look at Table 8 and Figure 1. It shows how much the dependent variable changes as the independent factors vary. A total of 89% of the variation in consumers' intent to buy was accounted for by their perceptions of the perceived globalness, authenticity, cultural capital, materialism, and local icon value of the brand (R Squared = 0.896). An R-squared score of 0.759 indicates worldwide brand credibility, whereas an R-squared value of 0.703 indicates global brand attitude. When it comes to the dependent variable, external factors account for 70.3% of the variance. The endogenous variable worldwide brand credibility is explained by the explanatory factors to the tune of 75.9%, with random error accounting for 24.1%. In this investigation, Smart-PLS 3.0's partial least squares analysis was used. Included in the validity and reliability test measurement model, the figure depicts the route coefficients for the model equation and the determination model's coefficient.

Table 8. R Square and Adjusted R Square

Variables	R Square	R Square Adjusted
Consumer Purchase Intention	0.896	0.895
Global Brand Attitude	0.703	0.702
Global Brand Credibility	0.759	0.759

Model Fitness

The results from Table 9 showed that a satisfactory fit was achieved when the SRMR was less than 0.08 and the value was less than 0.10 or 0.08. [20] Both the estimated Model (0.894) and the Structural Model (0.873) used in this investigation have an NFI value that is very close to 0.9 for the current study.

Table 9. Summary of Model Fitness

Model	d_ ULS	d_ G	Chi-Square	NFI
Saturated Model	0.066	2.049	994.748	0.873
Estimated Model	0.069	2.235	1006.540	0.894

Direct Relationship Hypothesised (Path Coefficient Results)

The direct association between the independent and dependent variables is seen in Table 10. There was a positive and statistically significant correlation between consumers' assessments of a brand's globalness, authenticity, cultural capital, materialism, and local symbol value and their desire to buy the brand in issue. for all t1 values greater than 1.96 and all p values less than 0.05

Table 10. Hypothesised Direct Relationship (Path Coefficient Findings)

S.#	Path Relationship	Effect	St.dev	t- value	P values	Empirical Conclusion
H1	Perceived Brand Globalness -> Consumer Purchase Intention	0.075	0.013	5.845	0.000	Supported

H2	Global Brand Authenticity -> Consumer Purchase Intention	0.609	0.043	14.059	0.000	Supported
H3	Global Brand Cultural Capital -> Consumer Purchase Intention	0.079	0.019	4.036	0.000	Supported
H4	Materialism -> Consumer Purchase Intention	0.056	0.012	4.565	0.000	Supported
H5	Global Brand Local Icon Value -> Consumer Purchase Intention	0.039	0.012	3.275	0.001	Supported

Mediating Analyses

Customers' perceptions of a brand's worldwide presence have a significant impact on their intention to buy, as seen in Table 11 ($t=6.49$ & $p=0.000$). There was a comparable correlation between consumers' perceptions of the authenticity of brands and their intentions to buy ($t=17.15$ & $p=0.000$). Furthermore, cultural capital ($t=5.50$ & $p=0.000$), materialism ($t=4.82$ & $p=0.000$), and the value of global brand icons ($t=3.16$ & $p=0.002$) were all positively mediated by consumers' attitudes towards global brands. Accordingly, hypotheses six, seven, eight, nine, and ten were correct. Table 8 further shows that customers' perceptions of a brand's globalness significantly correlate with their intent to buy ($t=3.96$ & $p=0.000$). An association between consumers' perceptions of a brand's authenticity and their propensity to buy was found ($t=13.22$ & $p=0.000$). Cultural capital ($t=6.22$ & $p=0.000$), materialism ($t=7.36$ & $p=0.000$), and the value of brand icons ($t=9.20$ & $p=0.002$) were among the characteristics that were mediated by global brand credibility in customers' willingness to buy. That proves hypotheses 11, 12, 13, 14, and 15.

Table 11. Mediation Analyses

S.#	Relationship	Mean	St.dev	t-value	P Values	Empirical Conclusion
H6	Perceived Brand Globalness -> Global Brand Attitude -> Consumer Purchase Intention	0.069	0.011	6.49	0.000	Supported
H7	Global Brand Authenticity -> Global Brand Attitude -> Consumer Purchase Intention	0.334	0.02	17.15	0.000	Supported
H8	Global Brand Cultural Capital -> Global Brand Attitude -> Consumer Purchase Intention	0.133	0.024	5.50	0.000	Supported
H9	Materialism -> Global Brand Attitude -> Consumer Purchase Intention	0.041	0.009	4.82	0.000	Supported
H10	Global Brand Local Icon Value -> Global Brand Attitude -> Consumer Purchase Intention	0.017	0.005	3.16	0.002	Supported
H11	Perceived Brand Globalness -> Global Brand Credibility -> Consumer Purchase Intention	0.013	0.003	3.96	0.000	Supported
H12	Global Brand Authenticity -> Global Brand Credibility -> Consumer Purchase Intention	0.108	0.008	13.22	0.000	Supported
H13	Global Brand Cultural Capital -> Global Brand Credibility -> Consumer Purchase Intention	-0.032	0.005	6.72	0.000	Supported
H14	Materialism -> Global Brand Credibility -> Consumer Purchase Intention	0.023	0.003	7.36	0.000	Supported
H15	Global Brand Local Icon Value -> Global Brand Credibility -> Consumer Purchase Intention	0.025	0.003	9.20	0.000	Supported

Moderation Analyses

Table 12 shows that shoppers' ethnocentrism moderates the connection between how they perceive a brand's globalness and their propensity to buy. After this is factored in, hypothesis H16 is confirmed. There is no evidence that consumer ethnocentrism mediates the relationship between consumers' desire to buy, the worth of global brand symbols, and the veracity of global brands. So far, it had not been shown that H17 or H20 were true. An important and positive moderating factor in the link between consumer ethnocentrism, global brand cultural capital, materialism, and purchase intention is consumer ethnocentrism. It was determined that both H18 and H19 were right. As an added bonus, cosmopolitanism acts as a moderator in the following relationships: brand perceived globalness, corporate cultural capital, materialism, value of the local symbol of the brand, and desire to purchase. After making that claim, we may confidently declare that H21, H23, H24, and H25 are all correct. Regardless, cosmopolitanism failed to mediate the link between consumers' purchasing intentions and the respectability of global brands. This meant that the H22 idea could not be supported by any evidence.

Table 12. Analysis of Moderation

S.#	Relationship	Mean	St.dev	t-Value	P Values	Empirical Conclusion
H16	Mod PBG_CE -> Consumer Purchase Intention	0.24	0.015	15.903	0.000	Supported
H17	Mod_GBA_CE -> Consumer Purchase Intention	0.014	0.024	0.692	0.490	Not Supported
H18	Mod_GBCC_CE -> Consumer Purchase Intention	0.142	0.019	7.476	0.000	Supported
H19	Mod_MAT_CE -> Consumer Purchase Intention	0.037	0.013	2.844	0.005	Supported
H20	Mod_GBLIV_CE -> Consumer Purchase Intention	0.022	0.012	1.776	0.076	Not Supported
H21	Mod_PBG_CC -> Consumer Purchase Intention	0.118	0.017	6.935	0.000	Supported
H22	Mod_GBA_CC -> Consumer Purchase Intention	0.002	0.021	0.08	0.936	Not Supported
H23	Mod_GBCC_CC -> Consumer Purchase Intention	0.071	0.018	3.994	0.000	Supported
H24	Mod_MAT_CC -> Consumer Purchase Intention	0.056	0.012	4.69	0.000	Supported
H25	Mod_GBLIV_CC -> Consumer Purchase Intention	0.034	0.01	3.708	0.000	Supported

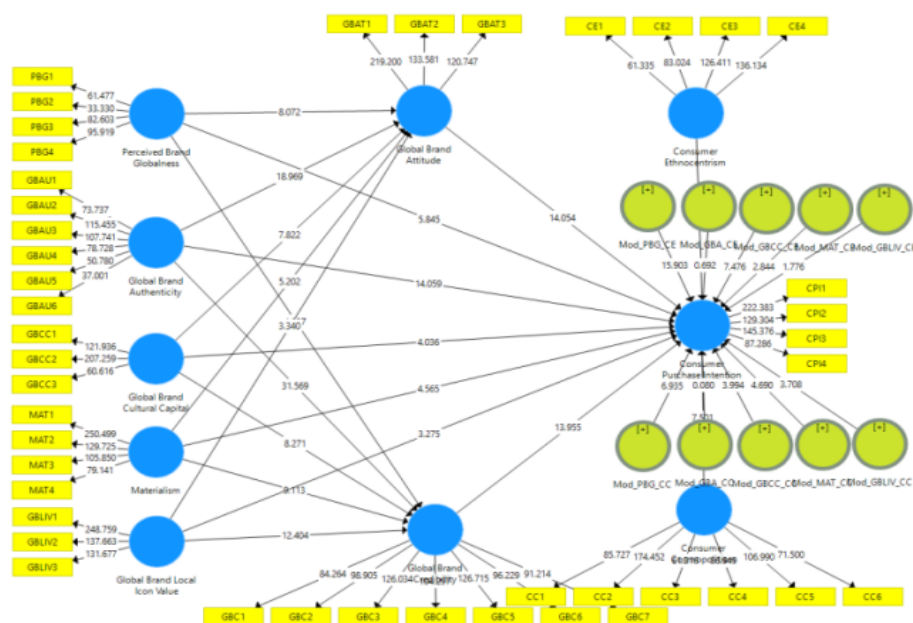


Figure 2. "The Study's Strategic Model"

DISCUSSIONS

For the purpose of glocalization analysis, the Uttar Pradesh food industry is an excellent case study. Food industry worldwide brands may struggle to satisfy local preferences and cultures while retaining their global appeal. This research examines how multinational food firms in Uttar Pradesh reconcile their global identity with local customer requirements via glocalization. This research shows that international fast food businesses are beginning to grasp the importance of local tastes, especially in culturally diverse Uttar Pradesh. Regional customers' buying behaviour was positively correlated with Perceived Brand Globalness. Food brands that are internationally renowned and associated with higher quality and international standards are more trusted in Uttar Pradesh.[21] This global awareness is crucial for brand and product confidence.

However, Global Brand Authenticity impacts local customers' choices, according to the research. Uttar Pradesh shoppers are more inclined to trust global brands that maintain quality and incorporate local cultures.

This study emphasises food industry cultural understanding. International enterprises that include regional flavours, ingredients, or culinary skills are more likely to win customers because they satisfy their cultural expectations. Global Brand Cultural Capital emphasises the importance of enterprises conveying their cultural relevance. Global food firms that express cultural sophistication by exhibiting local history or cooperating with regional culinary masters have stronger consumer engagement in Uttar Pradesh, according to this study. This cultural capital boosts the brand's reputation and deepens

its relationship with the local community. The Uttar Pradesh food sector discovered that materialism and cultural flexibility influenced consumer purchase intention. Local consumers are drawn to multinational brands for their prestige, quality, and aspirational values. Urban and middle-class clients in Kanpur and Lucknow choose global food brands because they believe they provide superior taste, quality, and experience. The importance of multinational brands as local symbols also influences Uttar Pradesh consumer behaviour.[22] Global food companies may localise their branding by using local symbols, pictures, or themes to become more relevant and attractive. Advertising efforts featuring regional specialities or local celebrities attract more customers. Consumers may bond with the global brand when they make it "their own." The research also looks at how ethnocentrism and consumer cosmopolitanism moderate these connections. There is a dampening influence of ethnocentrism on purchase intention due to materialism, perceived brand globalness, and global brand cultural capital.

Ethnocentrism favours local brands over foreign ones. Based on their opinion of global food brands as having superior quality and innovation, people with reduced ethnocentrism are more motivated to purchase these items, according to the study.[23] Customers with stronger ethnocentrism may choose local products that fit their culture over global ones. The study found that Consumer Cosmopolitanism impacts consumers' buying decisions and mitigates Global Brand Local Icon Value. Culturally open customers are more inclined to purchase worldwide enterprises that pander to regional tastes. Customers place a high value on authenticity, as cosmopolitanism had no discernible effect on the correlation between worldwide brand authenticity and purchase intention. Multinational food firms operating in Uttar Pradesh, according to the research, need to strike a balance between being globally aware and having a firm grasp of local customs and tastes. Glocalization, the process of tailoring global products and services to regional preferences, has the potential to increase customer involvement and devotion to the brand. Global food companies in Uttar Pradesh must meet and surpass global quality standards while infusing local culture into their products, marketing, and branding. Global enterprises that can glocalize successfully may perform well in Uttar Pradesh's diverse food sector, where client preferences change.[24]

CONCLUSION

This localisation empirical research examines what makes Uttar Pradesh customers aware of and interested in transnational fast-food companies. This study explores multinational companies' role in glocalization using Cultural Capital Theory, Materialism, Consumer Culture Theory, and Signalling Theory. Localisation features—how local customer choices affect multinational food company purchases—are also examined. The study's innovative use of a worldwide brand purchase probability research model is noteworthy. This model examines global brand attitude and credibility as mediators and includes consumer cosmopolitanism and ethnocentrism as moderators. Materialism, perceived brand localness or

global brand symbol value, authenticity, globalness, and cultural capital are also independent factors. The study's results may help food marketers develop and improve localisation strategies to meet Indian customers' expectations. The findings may assist researchers and multinationals. The findings would assist foreign fast-food restaurants balance their global identity with local tastes to attract Uttar Pradesh clients. Integrating theoretical models may help researchers understand what factors affect global brand purchases and Indian food market consumer behaviour. This research explains why certain customers, particularly in culturally varied locations like Uttar Pradesh, may still pick local brands while many multinational firms are emphasising global brands on the premise that consumers worldwide prefer them. Multinational marketers seeking the greatest global brand positioning strategies must grasp this. Companies are learning they need to adapt their marketing and product offerings to local preferences as global fast-food franchises expand in Uttar Pradesh. The report also describes how global firms might utilise glocalization to adjust their goods and services to Indian cultural, social, and economic norms. In order to create successful strategies that cater to local tastes while retaining their worldwide appeal, this research will assist global brand managers in the food industry in understanding local customer preferences and habits. This study suggests blending global brand principles with local inclinations to succeed in Uttar Pradesh's ever-changing food market. It gives a framework for global food enterprises to handle the subtleties of glocalization, ensuring that their goods are culturally suitable and connect with the preferences of local consumers. Future research should corroborate the study's findings and maybe apply them to other areas of India and abroad to better understand global-local brand dynamics.

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