The antecedents of purchase intention of local brands: A systematic literature review

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Abstract

This study reviews and summarizes empirical findings on the determinants of local brand purchase intentions over the past five years. It aims to provide a comprehensive understanding of the literature for future researchers by using a systematic literature review approach to identify key influencing factors. A total of 34 empirical research articles from 2018 to 2022 were reviewed. The dominant theory applied was brand management, found in nine articles (26%), followed by social identity theory in four articles (11.8%), consumer behavior in three articles (8.9%), and country of origin in two articles (5.9%). Most studies focused on emerging or developing countries. The review identified six main theories used to explain local brand purchase intentions: brand management, consumer behavior, consumer culture positioning, country of origin, social identity, and the theory of reasoned action. The findings highlight a strong correlation between these theories and the likelihood of purchasing local brands, though results varied. Further research is needed to understand the complex interplay of these factors fully.

Introduction

Purchase intention is considered a reflection of consumers' intentions to buy a product or service based on their emotions and attitudes (Blackwell et al., 2006). Globalization has a direct impact on consumers' buying behavior, which is reflected in their purchase intentions (Tran, 2020; Tran, 2022; Yu et al., 2021). This behavioral change tends to be experienced by many young consumers, especially in developing countries. This tendency certainly contradicts the development and economic growth of a country. The more people who buy products with global brands, the more countries producing these products will benefit. This is of particular concern to the government and local entrepreneurs, who are encouraged to use domestically manufactured products (Amalia & Darmawan, 2023).

These conditions open opportunities and become challenges for local entrepreneurs in creating products that attract consumers (Firdaus & Kusdibyo, 2021; Hasan & Sohail, 2020). Companies and the government are campaigning to use products with local brands. The existence of these campaigns will shift the alignment toward local brand products in the form of consumer ethnocentrism (Mbaga et al., 2018). It is believed that this tendency toward partiality strengthens industry and the domestic economy. This condition is a manifestation of domestic consumers' nationalism and patriotism. Of course, this will be needed as a form of support to strengthen local industries and increase employment opportunities for developing countries (Kumar et al., 2009; Tran, 2020). This tendency can be observed in purchase intention (Afshan et al., 2021; Chen et al., 2022; Yones & Muthaiyah, 2023).

Research Methods

Overview of Review Protocol

The decision to use a systematic literature review (SLR) methodology for this study was based on its capacity to inform practices and policies. Additionally, SLR serves as a valuable tool for guiding future research endeavors, addressing questions that conventional studies may not be able to answer, and providing an opportunity to evaluate theories regarding the causation of phenomena. In adherence to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, SLR was executed with diligence (Rethlefsen & Page, 2022). This study adhered to the fundamental principles of rigor, transparency, and replicability (Mallett et al., 2012; Pickering & Byrne, 2014). PRISMA was developed as a tool to aid in the systematic review process by clearly articulating the purpose of the review, the methods employed, and the findings obtained.

Literature Retrieval and Selection

According to Buchanan & Bryman (2009), the systematic literature review process comprises five stages: (1) formulation of the research question, (2) localization of relevant manuscripts, (3) selection and evaluation of the manuscripts, (4) analysis, and (5) synthesis and reporting of the results. These steps are essential for conducting a comprehensive and unbiased literature review.

1) First stage - formulation of the research question
   In the initial stage, the SLR articulates a research query to specify the area of exploration. The following research question was formulated for this investigation: What are the precursors of the purchase intentions of local brands, and how do they influence consumers' purchase intentions?

2) Second stage - localization of manuscripts
   The second stage of our research process involved a systematic search of the Scopus database for studies that could answer our research questions. Our search was limited to the years 2018-2022, spanning the last five years. We only used the Scopus database as the information source, a leading bibliometric database (Singh et al., 2020), because we did not have access to the Web of Science (WoS) database. Peer-reviewed articles written in English only were identified. Search terms were modified using a Boolean search, including 'purchase intention of local brand' OR 'willingness to buy local brands'.

3) Third stage - selection and evaluation of the manuscripts
   At this stage, we select manuscripts that have been obtained in the Scopus database by determining the inclusion and exclusion criteria and evaluating manuscripts based on the relationship between the research questions in the selected manuscripts. The inclusion criteria were empirical papers and articles that included selected search terms in the title, keywords, and abstract. Owing to the mature area of purchase intention of local brands, we also limited the publication tier to Q1 to Q4 to focus only on the top tier of the Scopus database publication. To obtain articles that will be used as systematic review materials, a selection process was first carried out. The selection focused on the quality of content, depth of distribution, and, of course, the determinants that influence purchase intent on local brands.

4) Fourth stage - analysis and synthesis
   The data gathered from publications pertinent to the study was analysed and synthesised in the fourth step. The analysis's objective is to break down each study into its component pieces and provide a description of each one. Each article was examined at this step according to the following criteria: the study's focus, theoretical perspective, location, source and year of publication, and citation. Establishing connections between the elements found in the chosen research, reconstructing data, and creating new knowledge that is not apparent from a solitary reading of the individual studies are the goals of the synthesis.

5) Fifth stage – data reporting
   The fifth step encompasses the results report and discussion, thus strengthening the knowledge base of the research topic. All results in this study are summarized in tables, accompanied by supporting interpretations related to the research findings.
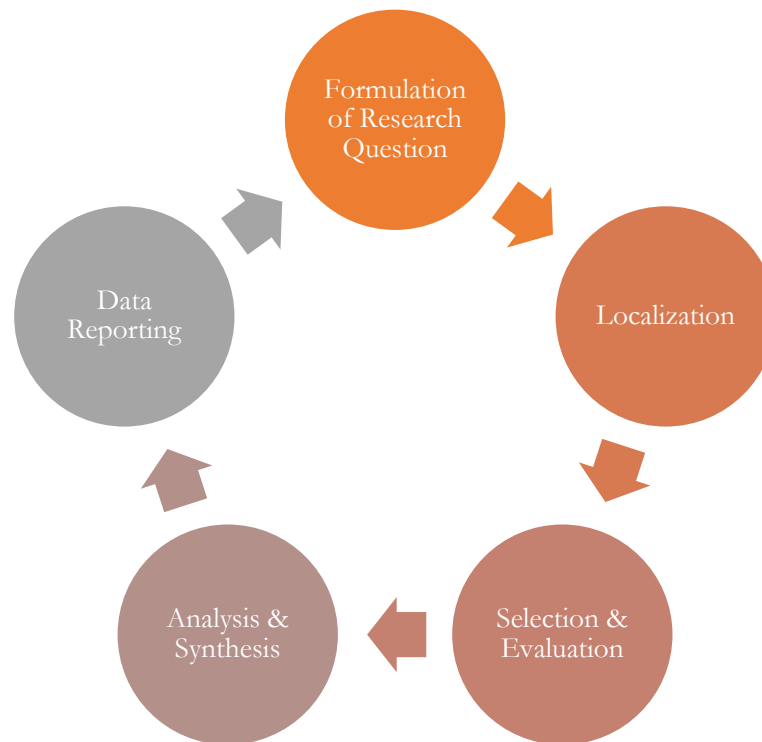
Figure 1. Literature Selection Process
Source: Drawn by the authors, 2024

Data Analysis

Descriptive analysis was used to interpret the findings that were obtained (Park & Li, 2023; Tran, 2022). Each component of the analyzed variable is collected to produce new information, and each piece of literature is used as a reference in an in-depth analysis to provide information related to the research question.

Results and Discussion

Study Selection

The results of the literature search using the Scopus database, following the PRISMA 2020 guideline flowchart, are presented in Figure 1. The initial search identified 107 articles using predetermined keywords. After removing one duplicate record, 106 articles remained. These articles were then filtered based on publication year criteria (2018-2022), leaving 49 articles that met these automated settings. Further refinement of the selection process involved excluding articles that did not fall within the Scopus ranking (Q1-Q4). Additionally, five articles were excluded due to their discontinuation or cancellation, rendering them inaccessible. Following this, 12 articles were removed as they were deemed irrelevant to the research topic after a thorough review of their abstracts and conclusions. To ensure the inclusion of high-quality and pertinent studies, the remaining articles were evaluated based on their contribution of quantitative empirical evidence relevant to the research topic. This rigorous screening resulted in the final inclusion of 34 articles that met all specified criteria and provided valuable insights for the research question.

      The selection criteria involved several stages: keyword filtering was initially employed to capture a broad range of studies related to the research topic. Subsequently, automated settings filtered articles published between 2018 and 2022 to ensure the timeliness of the data. Articles were further evaluated based on their Scopus ranking (Q1-Q4) to ensure the quality and credibility of the sources. Articles that were discontinued, canceled, or inaccessible were excluded. A manual review of abstracts and conclusions was then conducted to exclude articles that did not directly address the research topic. Finally, only articles providing quantitative empirical evidence were

included to align with the research objectives. This comprehensive selection process ensured that the final 34 articles were of high relevance and quality, providing a robust foundation for the analysis.
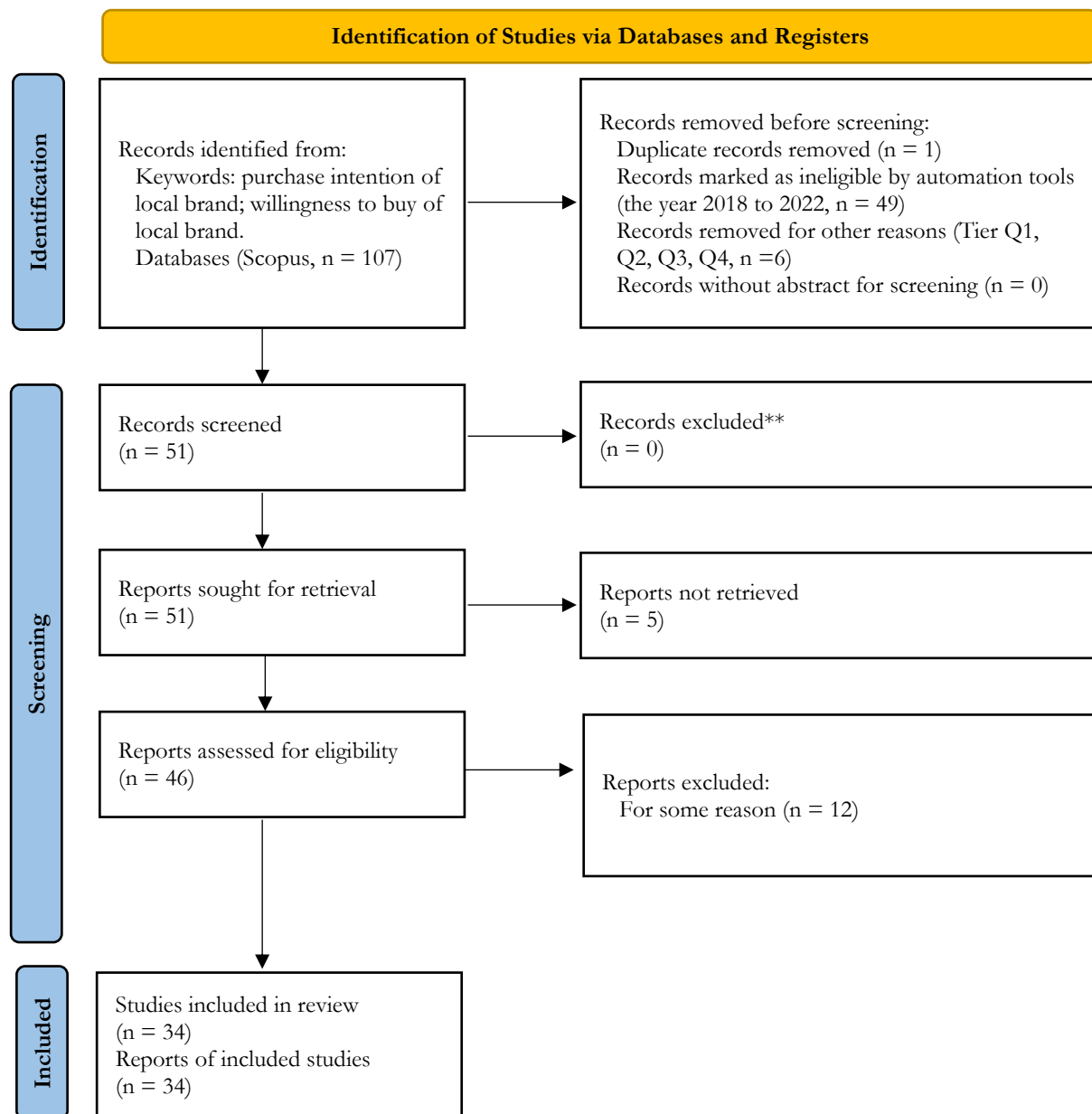

Figure 2. PRISMA Flowchart
Source: Google Image (Open source)

Selected Articles and Study Characteristics

This section summarises the data taken from 34 chosen publications and offers the analysis's findings. Initially, a description of the relevant publications' general information was provided, including the authors, year, publication source, citation, and study location. An overview of all the papers this study analysed is given in Table 1. The number of citations varied from 0 to 68. The distribution of these 34 articles by publication outlet is shown in Panel A of Table 2, and the distribution of articles in the sample by geography is shown in Panel B. The articles were published in the areas of psychology, business tactics, marketing, and management overall. 91% of the sample was devoted to a particular nation; of them, 25% were conducted with an Indian sample and 22% with a Chinese sample.

Table 1. Most Cited Papers Identified in the Systematic Literature Review

Author(s)	Year(s)	Publication Outlet	Rank	Cited	Country
Paul and Bhakar	2018	Journal of Promotion Management	Q2	68	China
Souiden et al.	2018	Asia Pacific Journal of Marketing and Logistics	Q1	27	Austria & U.S.
Venter et al.	2018	South African Journal of Business Management	Q3	14	Taiwan
Chin et al.	2020	Journal of Marketing Communications	Q1	32	China
Jiang et al.	2019	Asia Pacific Journal of Marketing and Logistics	Q1	29	China
Kahraman and Kazançoglu	2019	Business Strategy and the Environment	Q1	33	Lithuania
Loebnitz and Grunert	2019	Psychology & Marketing	Q1	12	Saudi Arabia
López-Lomelí et al.	2019b	Spanish Journal of Marketing - ESIC	Q2	8	Greece
López-Lomelí et al.	2019a	Journal of International Consumer Marketing	Q2	14	China
Teng	2020	Journal of Product & Brand Management	Q1	10	Turkey
Ali et al.	2020	Journal of Islamic Marketing	Q2	17	Finland
Dagyte-Kavoliune et al.	2021	EuroMed Journal of Business	Q1	3	China
Hasan and Sohail	2020	Journal of International Consumer Marketing	Q2	5	Taiwan
Laroche et al.	2020	Journal of Product & Brand Management	Q1	6	Taiwan
Li et al.	2020	Asia Pacific Journal of Marketing and Logistics	Q1	15	Germany
Slaton et al.	2020	Journal of Retailing and Consumer Services	Q1	7	Mexico
Srivastava et al.	2020	Journal of Product & Brand Management	Q1	17	Mexico
Yener and Tasçioglu	2021	Journal of International Consumer Marketing	Q2	0	India
Bourdin et al.	2021	Journal of Business Research	Q1	1	China & Pakistan
Chen et al.	2021	SAGE Open	Q2	1	China & Pakistan
Hatzithomas et al.	2021	Sustainability	Q1	2	India
Kumar et al.	2021	Journal of Retailing and Consumer Services	Q1	48	India
Liu et al.	2021	Asia Pacific Management Review	Q1	7	India
Sardana et al.	2021	International Business Review	Q1	4	India
Sekhar et al.	2022	British Food Journal	Q2	4	U.S.
Sharma et al.	2022	Marketing Intelligence & Planning	Q2	3	China
Song and Kim	2022	Current Issues in Tourism	Q1	12	China
Srivastava et al.	2021	International Journal of Emerging Markets	Q2	5	India
Verma and Naveen	2021	Vikalpa: The Journal for Decision Makers	Q3	15	India
Xiao et al.	2021	Color Research & Application	Q2	1	Taipei
Chen et al.	2022	Tourism Management Perspectives	Q1	4	Africa
Safeer et al.	2022a	Management Decision	Q1	7	India
Safeer et al.	2022b	Frontiers in Psychology	Q1	1	China
Singh and Singh	2022	International Journal of Business Innovation and Research	Q3	1	Turkey

Source: Data processed, 2024

Table 2. Distribution of Studies by Publication Outlet and Geography of Sample

Panel A Distribution of studies by publication outlet			Panel B Distribution of studies by geography of sample		
	Frequency	Percentage		Frequency	Percentage
Asia Pacific Journal of Marketing and Logistics	3	9%	Africa	1	3%
Asia Pacific Management Review	1	3%	Austria & U.S.	1	3%
British Food Journal	1	3%	China	7	21%
Business Strategy and the Environment	1	3%	China & Pakistan	2	6%
Color Research & Application	1	3%	Finland	1	3%
Current Issues in Tourism	1	3%	Germany	1	3%
EuroMed Journal of Business	1	3%	Greece	1	3%
Frontiers in Psychology	1	3%	India	8	24%
International Business Review	1	3%	Lithuania	1	3%
International Journal of Business Innovation and Research	1	3%	Malaysia	1	3%
International Journal of Emerging Markets	1	3%	Mexico	2	6%
Journal of Business Research	1	3%	Saudi Arabia	1	3%
Journal of International Consumer Marketing	3	9%	Taipei	1	3%
Journal of Islamic Marketing	1	3%	Taiwan	3	9%
Journal of Marketing Communications	1	3%	Turkey	2	6%
Journal of Product & Brand Management	3	9%	U.S.	1	3%
Journal of Promotion Management	1	3%			
Journal of Retailing and Consumer Services	1	3%			
Journal of Retailing and Consumer Services	1	3%			
Management Decision	1	3%			
Marketing Intelligence & Planning	1	3%			
Psychology & Marketing	1	3%			
SAGE Open	1	3%			
South African Journal of Business Management	1	3%			
Spanish Journal of Marketing - ESIC	1	3%			
Sustainability	1	3%			
Tourism Management Perspectives	1	3%			
Vikalpa: The Journal for Decision Makers	1	3%			
Total	34	100%		34	100%

Source: Data processed, 2024

Main Theories Used

Research findings show variations in the studies assigned to each research stream. A classification model and summary of the direct antecedents of the purchase intent of local brands follow this. These studies were reviewed and analyzed based on the findings in this section. Different theoretical perspectives were used to examine the main factors that determine the purchase intentions of local brands. The theories mentioned in more than one article were summarized to obtain a large proportion of each theory used. Our findings showed that brand management theory was the dominant theory in the study, which was applied in nine articles (26% of all studies),

followed by social identity theory in four articles (11.8%), consumer behavior in three articles (8.9%), and country of origin in two articles (5.9%).

Purchase Intention of Local Brand

The first theme reviewed in this study focused on evaluating the purchase intention of local brands. Most studies have been conducted in emerging or developing countries. These countries include China (Chin et al., 2020; Dagyte-Kavoliune et al., 2021; López-Lomelí et al., 2019b; Paul & Bhakar, 2018; Safeer et al., 2022b; Sharma et al., 2022; Song & Kim, 2022), China and Pakistan for comparative studies (Bourdin et al., 2021; Chen et al., 2021), and India (Hatzithomas et al., 2021; Kumar et al., 2021; Liu et al., 2021; Safeer et al., 2022a; Sardana et al., 2021; Srivastava et al., 2021; Verma & Naveen, 2021; Yener & Taşçıoğlu, 2021). These studies have focused on the purchase intention of local or global brands. Liu et al. (2021), Verma and Naveen (2021), and Yener and Taşçıoğlu (2021) adopt consumer behavior as the grand theory in their research. Loebnitz and Grunert (2019), Safeer et al. (2022a), Sardana et al. (2021), and Srivastava et al. (2021) used social identity theory as the grand theory in their research. The coefficient of determination obtained from the regression of each model acts as a measure of the purchase intention for local or global brands. Studies show that the theory is applicable to developing/emerging countries. The distribution of studies by research stream is presented in Table 3.

Table 3. Distribution of Studies by Research Stream

No	Author(s)	Year(s)	Focus and Topic of Research
1	Paul and Bhakar	2018	This study's primary goal was to determine how IC, AE, ATA, ATB, and PI relate to one another in a developing nation and to the results of investigations carried out in developed nations. Furthermore, we want to determine how gender and brand function in relation to all of the previously specified study factors..
2	Souiden et al.	2018	This essay looks at ethnocentrism and hostility in the unique setting of two societies that are similar in terms of geography, ethnicity, history, and culture. It specifically looks into the connections between Taiwan antagonism and Chinese ethnocentrism. Subsequently, the impact of these two characteristics on Chinese consumers' purchase intent and impression of Taiwanese brand quality is examined.
3	Venter et al.	2018	This study examines the impact of the retail environment on consumers' intentions to purchase fashion items, using brand experience and attitude as mediating factors..
4	Chin et al.	2020	This study examines the impact of brand and endorser reputation on consumers' perceived importance (PI) of products offered by Malaysian clothing brands. The study also examined how attitudes about the brand and toward BC (ABC) interacted (AB).
5	Jiang et al.	2019	In order to investigate the effects of ethical and moral antecedents (integrity, moral judgement, extrinsic religiosity, intrinsic religiosity, and ethical concern) on attitudes towards counterfeit luxury items, this study expands on the theories of reasoned action and planned behaviour. Additionally, it gauges the impact on attitudes towards intention to purchase.
6	Kahraman and Kazançoglu	2019	Examine consumers' perspectives on naturalness claims by understanding the thoughts and factors that create their perceptions.
7	Loebnitz and Grunert	2019	The following questions are the focus of this research: First, does the type of copied brand, local vs. global, affect consumers' choices to buy copycat? Second, ethnocentric customers experience the effect more strongly. Third, can schadenfreude or an already established acceptance of imitation strategy be used to explain the interaction between the copycat approach, perceived globalness, and customer ethnocentrism on purchase intentions?

No	Author(s)	Year(s)	Focus and Topic of Research
8	López-Lomelí et al.	2019b	The major objective of this exploratory study was to shed light on the characteristics of various consumer groups in emerging markets based on their opinions, attitudes, and intentions to buy global, local, and local brands. Consumer attitudes (cosmopolitanism, ethnocentrism, and materialism) and demographic traits (e.g., age and sex) were used to identify segments.
9	López-Lomelí et al.	2019a	Our aim is to investigate the relationship between brand type and the relationship between brand beliefs and brand attitudes, as well as the relationship between brand attitudes and purchase intentions, for consumer goods. To do this, we test a model that relates brand beliefs to a sample of different brand categories, including local, global, and glocal brands..
10	Teng	2020	Few studies have addressed corporate branding for domestic firms although consumers are increasingly likely to support local businesses by purchasing products made in their communities. By analyzing the effects of domestic firms' corporate image on consumers' purchase intentions, this study intends to assist domestic brands in developing corporate branding strategies.
11	Ali et al.	2020	Applying the concept of traditional branding constructs—brand image, perceived quality, satisfaction, trust, and loyalty—to a less-studied domain of halal brand products—halal brand image, perceived quality, satisfaction, trust, and loyalty—is the aim of this research. Second, the current research empirically validates the relationships among branding constructs, such as brand image, brand perceived quality, brand satisfaction, brand trust, and brand loyalty, in a holistic framework to ascertain whether these branding constructs apply to the halal brand in the same way as to determine purchasing intentions of Chinese Muslim consumers.
12	Dagyte-Kavoliune et al.	2021	This investigation aims to evaluate the immediate and mediated impact of the prominent dimensions of fit between a brand and a cause on consumers' propensity to purchase products associated with a social or environmental cause by examining cases with more versus less positive attitudes towards a brand and a higher versus lower social cause affinity.
13	Hasan and Sohail	2020	This study aims to better understand the factors that contribute to social media marketing, how they affect purchase intent, and how local and national companies moderate these interactions.
14	Laroche et al.	2020	This research aims to investigate the effects of customizing international brands to meet local needs, with a particular focus on the Chinese market. Specifically, we will examine the influence of three key factors – cultural compatibility, authenticity of cultural elements, and cultural pride – on the purchase intentions of Chinese consumers in China and Chinese immigrants in North America toward international brands with Chinese elements. Additionally, we will explore how acculturation impacts the relationship between cultural pride and purchase intentions among Chinese immigrants.
15	Li et al.	2020	Recent increases in economic nationalism intensify consumers' patriotism toward goods and services, which motivates businesses to create patriotic brand identities. While previous research has largely neglected to consider the development of a patriotic brand image, this study aims to address this deficiency by investigating the impact of a favorable corporate image on the creation of a patriotic brand image among domestic brands. Furthermore, this study seeks to determine the extent to which such a patriotic brand image can influence consumer purchase intentions for domestic brand products.

No	Author(s)	Year(s)	Focus and Topic of Research
16	Slaton et al.	2020	To investigate the effects of the brand experience, as conceptualized by Brakus et al. (2009), on the consumer-based brand equity (CBBE) components and their influence on purchase intention through multiple retail channels, this study focuses on the new shop format.
17	Srivastava et al.	2020	This study examines how brand reputation affects consumers' inclination to buy both native and foreign brands in an emerging market setting. It also looked at perceived globalness, local icon status, and perceived genuineness as three additional factors influencing brand credibility.
18	Yener and Taşçioglu	2021	This study aimed to ascertain how the use of foreign languages affects brand names and product labels for various product categories.
19	Bourdin et al.	2021	Evaluate the potential implications in two diverse country settings, Austria and the United States, to enhance the external validity of our findings and assess the predictive power of our model across and within nations.
20	Chen et al.	2021	The aim of this exercise was to determine how brand names and product labels for various product categories were affected by the use of foreign languages.
21	Hatzithomas et al.	2021	This research investigates the influence of a tourist destination's perceived sustainability on the global presence of brands associated with the destination. The results of this study substantiate the proposition that brand globalness serves as a mediator between destination image and purchase intention.
22	Kumar et al.	2021	They identified supporting regional producers, transparency, contentment with labeling, and desire for labeling as indicators of consumers' internal states. REKO exemplifies this by promoting local farmers and enhancing transparency, which raises satisfaction with local food labeling. To gather customer feedback, we used brand love and purchase intention as variables, also testing the mediating effect of purchase intention on these associations. This study addresses two primary research questions: RQ1, what is the association between altruism, support from local farmers, transparency, satisfaction, desire for labeling, purchase intention, and brand love? RQ2, does purchase intention influence the relationship between promoting regional farmers, transparency, contentment, demand for labeling, and brand loyalty intentions?
23	Liu et al.	2021	Following a study, a framework was created to explain how consumer personality factors, brand COO, and sensory perceptions affect consumers' views of fast fashion items' quality and intents to purchase them. The concepts of trait activation theory and construal level theory are incorporated into this paradigm.
24	Sardana et al.	2021	There are numerous significant additions to the literature that this study makes. First, it improves our understanding of the factors influencing individual consumption and inclinations to buy everyday household goods endorsed by spiritual or religious businesses. Secondly, this study offers significant contextualised insights into this issue in Indian society, which is representative of the socioeconomic changes taking place in other developing nations. Third, this research provides theoretical explanations for the variables affecting customers' propensity to make purchases.
25	Sekhar et al.	2022	The principal aim of this study is to investigate the impact of brand reputation on customers' inclination to buy organic food. Additionally, the study seeks to identify how consumer value mediates this relationship and how customer ethnocentricity modifies it.

No	Author(s)	Year(s)	Focus and Topic of Research
26	Sharma et al.	2022	In order to better understand how spiritual leaders operate as celebrity brand endorsers and business founders, this study will look at the mediating role that perceived value plays in the relationship between normative community pressure, perceived brand credibility, and purchase intention.
27	Song and Kim	2022	The current study focuses on four key elements of long-standing restaurants: customer experience (nostalgic experiences), brand evaluation (authenticity), brand heritage as a brand signal, and behavioural consequences (intention to purchase).
28	Srivastava et al.	2021	The purpose of this study is to investigate how consumer cosmopolitanism affects consumers' opinions and inclinations to buy both domestic and foreign brands.
29	Verma and Naveen	2021	Partial least squares structural equation modelling is used in this study to analyse the numerous elements that affect consumers' purchase decisions with the goal of examining the causal relationship between these aspects.
30	Xiao et al.	2021	Research on saturation has mostly ignored it thus far in favour of focusing on colour. According to a recent study, companies may be able to improve their reputation and build stronger relationships with customers by using highly saturated colour logos.
31	Chen et al.	2022	This study aimed to examine the interactions between four key variables: perception of tourist value, destination brand, image of souvenir food, and purchase intention. It proposed that perceptions of souvenir food significantly impact tourist value and destination brand, influencing purchasing decisions. The mediating roles of perceived tourist value and destination image were also investigated. The findings showed that both destination image and food image significantly influence evaluations of destination brands and destinations, aligning with previous destination marketing research.
32	Safeer et al.	2022a	This research employs a formal tone to explore the influence of brand authenticity on consumer behavioral intentions, considering the impact of perceived brand localness and perceived brand globalness. The study also examines the moderating effects of uncertainty avoidance and brand familiarity in emerging markets, such as China and Pakistan. Specifically, the research investigates the role of these variables in shaping consumer attitudes toward purchase intentions, price premiums, and word-of-mouth recommendations.
33	Safeer et al.	2022b	In light of the aforementioned queries, we aim to provide comprehensive responses. Specifically, we seek to address the following inquiries: What is the extent to which brand attitudes and consumer behavioral intentions (PI, PP, and WOM) toward local and international brands are shaped by consumers' perceptions of the local and global nature of the brand? Additionally, how significant is the role of consumer perception of the local and global nature of the brand in shaping CET in emerging markets, and how does it operate as a mediator between CPBL, CPBG, and brand attitude? Furthermore, what is the impact of brand attitude in emerging markets on the relationship between CPBL, CPBG, and customer behavioral intentions?
34	Singh and Singh	2022	This study aims to examine the mediating influence of brand attitude and perceived usefulness on the relationship between consumer-brand metrics and cellphones. The research adopts a formal tone.

Source: Data processed, 2024

Antecedents of Purchase Intention of Local Brand

The second theme under scrutiny in this research pertains to the determinants of purchase intentions for local brands. In particular, the examination of both external and internal factors,

such as brand perception and brand image, is of utmost importance for understanding their influence on consumers' purchase decisions (Bourdin et al., 2021; De Villiers et al., 2018; López-Lomelí et al., 2019b; López-Lomelí et al., 2019a; Safeer et al., 2022a; Safeer et al., 2022b; Singh & Singh, 2022). Some studies have explored the influence of brand authenticity (Safeer et al., 2022b; Song & Kim, 2022; Srivastava et al., 2021), brand credibility (Chin et al., 2020; Sekhar et al., 2022; Srivastava et al., 2020), and brand loyalty (Hasan & Sohail, 2020; Slaton et al., 2020).

Previous studies have investigated the mitigating influence of ethnocentrism on the intention to purchase local brands (Li et al., 2020; Liu et al., 2021; Verma & Naveen, 2021). Research has focused on other aspects of brand management theory, including brand expertise, brand familiarity, brand origin, and the utilization of brands as social signaling instruments (Dagyte-Kavoliune et al., 2021; Safeer et al., 2022a; Safeer et al., 2022b; Sekhar et al., 2022; Souiden et al., 2018; Xiao et al., 2021). Regarding the country chosen as the sample setting, 56% of the sample focuses on developing countries, while 44% of the sample focuses on developed countries. Meanwhile, this study identified six theories applied to explain the purchase intention of local brands: brand management, consumer behavior, consumer culture positioning theory, country of origin, social identity theory, and theory of reasoned action. Although the results were mixed, a substantial correlation between these variables and local brand purchasing intentions has been discovered (Firdaus & Kusdibyo, 2021; Hasan & Sohail, 2020; Kumar et al., 2009; Tran, 2020; Yu et al., 2021).

Lessons Learned

The antecedents of a local brand's purchase intention refer to factors or conditions that influence a consumer's intention to purchase a product or service from a local brand. These factors can vary depending on cultural, economic, and social contexts, affecting a customer's decision-making process. The lessons learned from this systematic review highlight several key factors influencing local brand purchase intentions.

For example, studies have shown that cultural identity significantly impacts consumers' preferences for local brands. Consumers with a strong cultural or national identity are more likely to buy products associated with their culture or country. This sense of belonging can drive a preference for local brands, as seen in studies conducted in countries like India and China, where cultural identity plays a crucial role in consumer behavior (Paul & Bhakar, 2018; Souiden et al., 2018).

Additionally, the perception of the quality of a local brand or the services it offers is crucial in increasing consumer confidence and purchase intention. For instance, in a study examining the impact of brand and endorser reputation on consumers' perceived importance of products offered by Malaysian clothing brands, the perceived quality was a significant factor (Chin et al., 2020).

Patriotism and trust also play essential roles. Consumers are more likely to support local brands if they believe it helps their country's economy and reflects their patriotism. This trend is evident in studies focusing on patriotic brand image and its impact on purchase intentions (Li et al., 2020).

Furthermore, factors such as price and value of the product, social and environmental responsibility, electronic word-of-mouth (e-WOM), cultural and symbolic associations, perceptions of innovation, marketing and promotion, and availability and accessibility are also significant triggers of local brand purchase intentions (Hasan & Sohail, 2020; Firdaus & Kusdibyo, 2021).

For instance, in the study by Hasan and Sohail (2020), the influence of social media marketing on purchase intentions for local and non-local brands was explored, highlighting how online presence and promotions can impact consumer behavior. Similarly, studies on social identity theory and brand authenticity in China and Pakistan emphasized the importance of these factors in shaping purchase intentions (Safeer et al., 2022a).

Overall, this review provides a comprehensive evidence-based perspective on the predispositions that influence the purchase intent of local brands. The better the service provider handles these predispositions, the more likely the antecedents of local brand purchase intent will increase. This understanding is essential for local brands to strategize effectively and enhance their market presence.

Strengths and Limitations

This study has demonstrated a high level of novelty and significance in examining the antecedents of purchase intention in emerging and developing countries with a particular focus on brand management theory. The research reviewed in this study found that brand management theory is the most commonly used theory, followed by social identity theory, consumer behavior, and country of origin.

One of the strengths of this review is its comprehensive approach to synthesizing a wide range of empirical studies from different geographical regions, providing a global perspective on the factors influencing local brand purchase intentions. For example, the study by Liu et al. (2021) in China and India revealed significant insights into the role of sensory perceptions and consumer personality traits on purchase intentions for local and foreign brands. Another study by Firdaus and Kusdibyo (2021) highlighted the influence of social media marketing activities on purchase intentions for Indonesian local apparel brands, emphasizing the importance of digital marketing strategies in shaping consumer behavior.

Additionally, the focus on different theoretical perspectives such as brand management, social identity theory, and consumer behavior provided a multifaceted understanding of the antecedents of local brand purchase intentions. For instance, Safeer et al. (2022b) explored how brand authenticity and perceived brand localness versus globalness affect consumer behavior in emerging markets like China and Pakistan, providing valuable insights into the importance of brand image and authenticity.

However, this study also had significant limitations. First, the scope was confined to articles published between 2018 and 2022, which may have excluded relevant studies from earlier periods. Second, the review only included English-language papers, potentially overlooking significant contributions in other languages. Third, the reliance on a single database, Scopus, might have limited the breadth of the review, as access to the Web of Science (WoS) database was not available. Furthermore, the exclusion of non-empirical papers and the focus on Q1 to Q4 tier journals might have restricted the inclusion of valuable qualitative studies and insights from lower-tier publications. For example, qualitative studies exploring consumer narratives and experiences with local brands could provide a deeper understanding of the emotional and psychological factors driving purchase intentions, which were not covered in this review.

Despite these limitations, this study provides useful insights into the factors that influence purchasing intentions in emerging and developing nations. Future research should aim to address these limitations by including a broader range of publication years, incorporating non-English studies, and utilizing multiple databases to capture a more comprehensive picture of the research landscape. Additionally, integrating qualitative research methods and exploring lower-tier publications could enrich the understanding of the complex interplay of factors influencing local brand purchase intentions. While this review has made significant contributions to understanding the antecedents of local brand purchase intentions, addressing its limitations in future research could lead to even more comprehensive and nuanced insights into consumer behavior.

Implication and Conclusion

This study presents a systematic and comprehensive review of the literature on the direct antecedents of purchase intention for local brands. A total of 34 articles published between 2018 and 2022 were analyzed, and significant findings and insights were highlighted. The review reveals that cultural identity, perceived quality, patriotism, trust, price and value, social and environmental responsibility, e-WOM, cultural and symbolic associations, perceptions of innovation, marketing and promotion, and availability and accessibility are key factors influencing the purchase intentions of local brands.

The findings suggest several themes and variables for future research. First, researchers could delve deeper into the cultural aspects influencing purchase intentions, particularly how specific cultural dimensions impact consumer behavior towards local brands. For example, the role of collectivism versus individualism in different countries could be explored to understand its effect

on brand loyalty and purchase intention. Second, the impact of digital marketing strategies, including social media influence and e-WOM, warrants further investigation. As online presence becomes increasingly crucial, understanding how digital interactions and online reviews shape consumer perceptions and behaviors towards local brands could provide valuable insights. Third, the interplay between patriotism and economic nationalism in driving local brand purchase intentions is another promising area for research. Future studies could examine how government policies promoting local products influence consumer behavior and whether these policies effectively boost local brand sales.

Additionally, the perceived quality and innovation of local brands are critical factors that could be explored further. Investigating how innovation in product development and quality assurance practices impact consumer trust and purchase intentions could help local brands enhance their market competitiveness. Moreover, the influence of social and environmental responsibility on consumer behavior towards local brands presents an essential research avenue. With growing consumer awareness of sustainability issues, examining how local brands' corporate social responsibility initiatives affect purchase intentions could provide strategic insights for brand management. Finally, it is suggested that future research could adopt longitudinal studies to track changes in consumer behavior over time, especially in response to evolving market trends and external factors such as economic shifts or global events.

In conclusion, while this study provides a comprehensive overview of the antecedents of local brand purchase intentions, there remains ample scope for future research to explore the dynamic and multifaceted nature of consumer behavior in this context. By addressing these suggested themes and variables, future studies can contribute to a deeper understanding and more effective strategies for promoting local brands.

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