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Global and Local Consumer Cultural Orientations and Consumer Perceived Value: Implications for Cultural and Economic Sustainability in Saudi Arabia

Samar Alzamel

Department of Business Administration, College of Business and Economics, Qassim University, P.O. Box 6640, Buraidah 51452, Saudi Arabia; s.alzamel@qu.edu.sa

Abstract

Sustainable retail development depends not only on environmental performance but also on whether markets remain economically viable and culturally meaningful to consumers. This study examines how global consumer cultural orientation (GCCO) and local consumer cultural orientation (LCCO) are associated with four dimensions of consumer perceived value in Saudi Arabia's retail sector, and these associations are interpreted through the cultural and economic dimensions of sustainability. Drawing on consumer culture theory and the PERVAL framework, questionnaire data from 269 retail consumers were analysed using partial least squares structural equation modelling. GCCO was positively associated with quality and performance value (β = 0.443), emotional value (β = 0.419), and social value (β = 0.238) but not with value for money (β = 0.075, p = 0.414). LCCO was positively associated with all four dimensions, including value for money (β = 0.242). The findings indicate that local cultural relevance is associated with the full range of consumer perceived value, including economic value, which may support sustained demand for locally embedded retail offerings and the continuity of local consumption practices. Because global and local orientations were positively correlated rather than opposed, the results are consistent with a balanced, culturally sustainable model of retail development aligned with Saudi Vision 2030. However, causal interpretation is limited by the cross-sectional design of the study.

Keywords: global consumer cultural orientation; local consumer cultural orientation; perceived value; cultural sustainability; economic sustainability; sustainable retailing; Saudi Arabia

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1. Introduction

Globalisation has transformed the marketplace in which consumers encounter, interpret, and evaluate products and brands. Consumers are increasingly exposed to brands, retail formats, lifestyles, and consumption practices that circulate across national boundaries while continuing to engage with meanings, preferences, and identities rooted in their local cultural environments [1]. Contemporary consumption can therefore involve globally circulating and locally embedded cultural influences, rather than representing a simple transition from local to global consumption [2]. Such coexistence is central to international marketing research. Steenkamp [1] distinguishes global consumer culture (GCC) from local consumer culture (LCC), conceptualising them as distinct influences on

contemporary consumption. Global consumer culture refers to consumption meanings and practices that transcend national boundaries, whereas local consumer culture is grounded in culturally specific environments [1]. These orientations are not necessarily mutually exclusive; consumers may engage with global consumption practices while retaining preferences associated with their local cultural environment. Strizhakova and Coulter [3] similarly emphasise the importance of distinguishing global and local dimensions of consumer cultural identity, and of examining their implications for marketplace behaviour.

The global–local distinction is especially relevant in retail, where consumers encounter international brands and trends alongside locally embedded products, services, and shopping practices. In Ghana and South Africa, Yeboah-Banin and Quaye [4] linked consumer cultural identity with perceptions of global/local brands and subsequent brand preferences. This supports examinations of perceived value as a consumer evaluation that may accompany cultural identity and marketplace preference [4,5]. Sweeney and Soutar's [6] PERVAL scale distinguishes quality/performance, emotional, social, and price/value-for-money dimensions, reflecting functional, experiential, identity-related, and economic evaluations.

The multidimensional character of perceived value is important because cultural orientations do not need relate to all aspects of consumer evaluation in the same manner [7]. A consumer's global orientation may be relevant to evaluations associated with internationally circulating brands and consumption practices, while local orientation may be relevant to evaluations associated with cultural familiarity and local fit. Whether these orientations are associated with particular dimensions of perceived value, however, is an empirical question.

Saudi Arabia provides a relevant context for examining these relationships. The country's retail environment has recently undergone considerable transformation, including the expansion of digital and technology-mediated consumption, as well as continued exposure to international brands and consumption practices. Recent research has examined changing consumer behaviour in Saudi Arabia's retail sector, while other studies have documented Saudi consumers' evaluations of Saudi-made and foreign products [8,9]. More recent research on Saudi consumers has also demonstrated the relevance of functional and identity-related value considerations to local brand preferences, including perceived quality, perceived price, ethnocentrism, and patriotism [10]. These developments point to a more specific research question regarding whether consumers are becoming globally or locally oriented. Specifically, the issue concerns whether global and local consumer cultural orientations are associated with the different forms of value that consumers perceive in retail offerings. Addressing this question connects the global–local consumer culture literature with the multidimensional consumer perceived value literature and provides an opportunity to examine these relationships within a Saudi retail context.

These questions also have a sustainability dimension. Sustainability is commonly framed through interdependent economic, social, and environmental pillars [11], and a growing body of research argues that culture constitutes another dimension, concerned with the continuity of cultural identities, practices, and meanings as societies develop [12]. Consumption is a major arena in which this continuity is negotiated: local consumption practices endure in the marketplace only when consumers continue to find value in offerings that reflect them. Consumers' preferences for local products are also frequently motivated by a desire to support the local economy, alongside perceived quality and familiarity [13], and marketing research emphasises that progress towards sustainability depends on understanding the consumer-level factors that shape purchase decisions [14]. In Saudi Arabia, these issues are embedded in national policy. Saudi Vision 2030 seeks to

diversify the economy while strengthening national identity and heritage [15], and the Made in Saudi Program aims to make local products a preferred choice for consumers at home and abroad [16]. These objectives are consistent with the goals of the 2030 Agenda for sustained, inclusive economic growth and responsible consumption (Sustainable Development Goals 8 and 12) [17]. Understanding how global and local cultural orientations relate to the value that consumers perceive therefore informs not only retail strategy but also whether culturally grounded and economically viable local markets can be sustained in a globalising retail environment.

1.1. Research Problem and Justification

Research has linked consumers' cultural identity with their perceptions of global and local brands, as well as with brand preferences [4,8,9]. Less is known about how global and local consumer cultural orientations each relate to the quality and performance, emotional, social, and value-for-money dimensions of perceived value. Examining these outcomes separately can clarify whether consumer cultural orientations are associated with perceived value in the same manner across dimensions. This question is relevant in Saudi Arabia, where retail consumers encounter international brands and marketplace practices alongside locally embedded cultural expectations [8,9]. Research on Saudi consumers has addressed local and foreign products and changing retail environments, but the associations between global and local cultural orientations and the four dimensions of perceived value remain underexamined. This study addresses this gap in Saudi Arabia's retail sector. Moreover, global and local consumer cultural orientations have rarely been examined through a sustainability lens, even though the value that consumers attach to locally grounded offerings has a direct influence on the cultural and economic sustainability of local markets [12,15].

1.2. Aim of the Study

This study examines the associations of global and local consumer cultural orientations with quality and performance, emotional, social, and value-for-money perceptions among retail consumers in Saudi Arabia, and these associations are interpreted regarding their implications for the cultural and economic sustainability of the Saudi retail sector.

2. Theoretical Foundation

2.1. Consumer Culture Theory

This study is anchored in consumer culture theory (CCT), which conceptualises consumption as a sociocultural phenomenon shaped by meanings, identities, social relationships, and marketplace practices [2,18,19]. CCT is relevant to this study because it provides a theoretical basis for understanding why consumers' cultural orientations may matter when they encounter and evaluate marketplace offerings [19,20]. Rather than treating consumption as a purely functional exchange, CCT recognises that consumers interpret marketplace objects and experiences within broader cultural systems. Within this perspective, global and local cultural influences represent distinct but potentially coexisting sources of marketplace meaning. Steenkamp [1] situates global and local consumer cultures within consumer culture theory, cultural globalisation theory, and acculturation theory, distinguishing the two orientations at the consumer and marketplace levels. Strizhakova and Coulter [3] similarly identify global and local dimensions within consumer cultural identity and emphasise the importance of examining their implications for consumption-related outcomes.

Considering this, the present study conceptualises global and local consumer cultural orientation as distinct consumer-level orientations, where the former reflects consumers' receptiveness to internationally recognised brands, international retail trends, globally popular brands, retail experiences reflecting trends from other countries, and international media and digital influences [20], while the latter reflects consumers' preferences for retail offerings that correspond with Saudi traditions and way of life, respect Saudi cultural identity, fit familiar customs, and respond to local preferences. This conceptualisation does not necessarily imply that consumers must choose between global and local orientations. Rather, the two orientations are treated as analytically distinct dimensions that may coexist within consumers' marketplace experiences.

Consumer cultural orientation should be distinguished from cultural identity. Cultural identity refers to a broader self-concept, i.e., the extent to which individuals see themselves as belonging to a local or global community [3], whereas consumer cultural orientation, as used in this study, is a domain-specific disposition expressed in marketplace preferences and choices [1,21]. The latter is adopted here because the outcomes of interest are evaluations of retail offerings; a construct anchored in the same consumption domain is conceptually closer to these evaluations and avoids conflating a general self-concept with retail-specific preferences. In addition, GCCO and LCCO are modelled as two separate continuous constructs rather than as opposite ends of a single bipolar dimension. Consumer culture research shows that consumers may acculturate to global consumer culture while retaining strong local attachments [1,3,21]. A bipolar specification would assume that a stronger global orientation necessarily implies a weaker local orientation, which, by design, would rule out the coexistence of global and local influences that CCT posits. Whether the two orientations behave as opposites is therefore treated as an empirical question and is examined in Section 5.5.

2.2. Consumer Perceived Value

The second foundation concerns consumer perceived value, which refers to consumers' assessment of the benefits received from a retail offering relative to the sacrifices associated with obtaining it [22,23]. This perspective is consistent with the consumer-level orientation of this study because value is treated as an evaluation performed by consumers rather than as an objective property of a product, brand, or retailer. Sweeney and Soutar's [6] PERVAL framework provides the principal measurement foundation for this construct. Their 19-item scale was developed to assess consumers' perceptions of the value of consumer durable goods at the brand level in a retail purchase context. They identified four distinct dimensions of value—quality/performance, emotional, social, and price/value for money—and established their reliability and validity in pre- and post-purchase settings.

These four dimensions are adapted to the broader retail context of this study. Perceived quality and performance value (QPV) concerns evaluations of product and service quality, expected performance, and reliability. Perceived emotional value (PEV) captures feelings, enjoyment, and pleasure associated with shopping. Perceived social value (PSV) concerns the social meaning of retail brands and their relation to consumers' desired image and social environment. Perceived value for money (PVM) reflects whether the benefits of retail offerings are reasonable relative to the prices paid. PERVAL distinguishes the value outcomes, while consumer culture theory informs the proposed associations with cultural orientations.

2.3. Theoretical Linkage

The theoretical linkage between the consumer culture theory and consumer perceived value perspectives is deliberately limited. Consumer culture theory explains

why cultural orientations can be relevant to consumers' interpretations of marketplace offerings [2,18,19]; the perceived value perspective identifies the dimensions through which those offerings can be evaluated [22,23]. Therefore, under the proposed model, cultural orientation is not claimed to be a determinant of objective product quality, price, retailer performance, or market outcomes. Instead, consumers' cultural orientations may be associated with how they evaluate retail offerings. This proposition is supported by research showing that global and local cultural identities can influence consumers' perceptions and subsequent evaluations of marketplace offerings. The model consequently treats GCCO and LCCO as antecedent constructs and QPV, PEV, PSV, and PVM as distinct consumer-level outcomes. The specific relationships are elaborated in the Hypothesis Development section.

Signalling theory offers a complementary explanation for why cultural orientation may be systematically associated with perceived value. Originally developed to explain how observable choices convey otherwise unobservable information [24], the theory has been extended to consumption, where product and brand choices act as identity signals to others and as self-signals that confirm one's own identity [25]. From this perspective, a consumer's global or local orientation can be expressed by choosing retail offerings consistent with that orientation, so that such offerings carry identity information in addition to their functional attributes. This mechanism is particularly relevant to perceived social value, which captures whether retail brands fit the image that consumers wish to present and are viewed positively by important others [6]. CCT and signalling theory are therefore treated as complementary: CCT explains the cultural meanings available to consumers, whereas signalling theory explains why choices aligned with those meanings may be evaluated as valuable.

2.4. Consumer Cultural Orientations, Perceived Value, and Sustainability

This study connects consumer culture and perceived value to sustainability through two of its dimensions: The first is cultural sustainability. Soini and Birkeland [12] identified several ways in which culture relates to sustainable development, including the maintenance of cultural heritage, cultural vitality and diversity, and the role of locality in sustaining communities. From a CCT perspective, consumption is a principal means through which cultural meanings are reproduced in everyday life [2,19]. When consumers attach value to retail offerings that reflect local traditions and identity, their choices help sustain the market presence of culturally embedded products, services, and shopping practices. Local consumer cultural orientation can therefore be understood as a consumer-level disposition that may be conducive to cultural continuity, whereas global consumer cultural orientation reflects openness to internationally circulating meanings. In this view, cultural sustainability does not require the rejection of global influences; it depends on whether local cultural meanings continue to be valued alongside them [1,12].

The second is economic sustainability. Retailers and local producers can sustain their market position only if consumers perceive their offerings as worthwhile in functional, experiential, social, and economic terms [6,22]. Perceived value is a well-established antecedent of customer satisfaction and loyalty [22], and it may therefore be regarded as one consumer-level foundation of economically viable markets. Value for money is especially relevant because local offerings that consumers perceive as worth their price are better placed to compete with imported alternatives on their own merits, which is the aim of localisation initiatives such as the Made in Saudi Program [16]. Thus, in this study, examining the four PERVAL dimensions separately enabled the identification of which forms of value are associated with global and local orientations and, by implication, which forms of value may be relevant to the cultural and economic sustainability of local retail. Neither environmental behaviour nor sustainability outcomes are measured directly in

this study; the contribution to the literature lies in the identification of consumer value perceptions that are theoretically linked to these two dimensions of sustainability.

3. Hypothesis Development

3.1. Global Consumer Cultural Orientation and Perceived Quality and Performance Value

Global consumer cultural orientation reflects consumers' receptiveness to consumption meanings and marketplace practices that extend beyond their immediate national context. Global orientation can make internationally recognised brands, global retail trends, and internationally circulating marketplace practices more salient in consumers' evaluations [3]. There is a specific basis for considering quality and performance in this relationship. Research on perceived brand globalness has consistently examined quality perceptions as one mechanism through which global marketplace associations generate consumer value. Steenkamp, Batra, and Alden [26] found that perceived brand globalness was positively related to perceived brand quality and that the quality pathway was particularly important in explaining purchase likelihood. A subsequent systematic review likewise identified perceived quality as a central mechanism in research on perceived brand globalness and localness [27]. Although perceived brand globalness is not identical to global consumer cultural orientation, the literature provides a relevant theoretical basis for expecting global orientation to be associated with quality and performance evaluations. Consumers who are more receptive to global marketplace influences may place greater evaluative relevance on retail offerings associated with globally circulating brands and standards. Thus, whether global consumer cultural orientation is positively associated with consumers' assessments of the quality, performance, and reliability of retail offerings is tested in this study.

H1a: *Global consumer cultural orientation is positively associated with perceived quality and performance value.*

3.2. Global Consumer Cultural Orientation and Perceived Emotional Value

Perceived emotional value concerns the positive feelings, enjoyment, and pleasure that consumers associate with their shopping experiences. Within CCT, consumption can carry symbolic and experiential meanings beyond functional product attributes [2]. Global consumer culture provides consumers with access to internationally circulating lifestyles, consumption symbols, and retail experiences, which may form part of the experiential meanings attached to consumption. Research on global and local consumer identities indicates that consumers' orientations towards global cultural meanings can be reflected in their consumption-related identities and marketplace responses [3]. This provides a basis for examining whether consumers who are more receptive to global consumption meanings report greater emotional value from the retail experiences that they encounter. The proposition is not that global retail experiences are inherently more enjoyable; rather, it is that greater engagement with global consumption meanings may be associated with the extent to which consumers derive enjoyment and positive feelings from retail experiences.

H1*b*: *Global consumer cultural orientation is positively associated with perceived emotional value.*

3.3. Global Consumer Cultural Orientation and Perceived Social Value

Perceived social value captures the extent to which consumption contributes to consumers' social self-concept, social image, and relationships with others [6]. This dimension is particularly relevant to CCT because marketplace consumption can serve identity-related and symbolic functions. Global brands and consumption practices can

provide symbolic resources through which consumers express aspects of identity and communicate social meanings. Research on perceived brand globalness indicates that global brands can generate value beyond functional quality, including symbolic and relational benefits. Sichtmann et al. [28] found that perceived brand globalness and localness can both contribute to consumer–brand identification across mature and emerging markets. Although brand globalness and consumer cultural orientation are conceptually distinct, these findings provide a basis for examining whether consumers with stronger global cultural orientations attach greater social value to retail brands and experiences that correspond with globally circulating cultural meanings.

H1*c*: *Global consumer cultural orientation is positively associated with perceived social value.*

3.4. Global Consumer Cultural Orientation and Perceived Value for Money

Perceived value for money concerns consumers' assessments of the benefits received relative to the prices paid. Unlike quality and performance value or social value, this dimension is explicitly economic and concerns the consumer's evaluation of the exchange between benefits and monetary sacrifice, with a less direct relationship with global consumer cultural orientation [6]. Consumers with stronger global orientations may encounter a broader range of brands, products, and retail alternatives through international markets and digital media. Such exposure can provide a wider reference set against which retail offerings are evaluated. Evidence that consumers may attach additional value to global brands, including greater willingness to pay under favourable brand evaluations, provides some basis for considering the economic dimension of perceived value [29]; however, global orientation does not necessarily imply that consumers perceive higher or lower prices as objectively favourable. The relevant question is whether stronger global consumer cultural orientation is associated with consumers' assessments of whether the benefits obtained from retail offerings justify the prices paid.

H1*d*: *Global consumer cultural orientation is positively associated with perceived value for money.*

3.5. Local Consumer Cultural Orientation and Perceived Quality and Performance Value

Local consumer cultural orientation reflects consumers' preference for marketplace offerings that correspond with their local cultural environment. Local orientation does not imply a rejection of global consumption; rather, it reflects the relevance that consumers attach to locally grounded cultural meanings and expectations when engaging with marketplace offerings [1]. Localness can provide information that consumers use when evaluating marketplace offerings. Research on perceived brand localness indicates that local associations can influence consumer evaluations, although the effects can depend on product category and market context [27]. Recent research in Saudi Arabia also demonstrates that perceived quality is an important consideration in consumers' evaluations of local brands [10]. These findings do not establish that local orientation necessarily produces higher perceptions of quality; they nevertheless provide a basis for examining whether consumers who place greater importance on local cultural fit also report stronger evaluations of the quality and performance of the retail products and services that they use.

H2*a*: *Local consumer cultural orientation is positively associated with perceived quality and performance value.*

3.6. Local Consumer Cultural Orientation and Perceived Emotional Value

Local cultural orientation may also be relevant to the emotional dimension of perceived value. Consumer cultural theory recognises that consumption experiences acquire meaning through culturally situated practices and identity processes [2]. Products, services, and shopping experiences that correspond with familiar cultural practices may therefore carry meanings that consumers recognise and value. The relevance of local cultural identity to marketplace responses is also reflected in research examining local and global consumer identities and brand evaluations [3,4]. These studies do not establish a universal emotional advantage for local offerings, but they indicate that cultural orientation is relevant to consumers' interpretation of marketplace objects and experiences. Accordingly, this study examines whether stronger local consumer cultural orientation is associated with the positive feelings, enjoyment, and pleasure that consumers report in relation to the retailers that they use.

H2*b*: *Local consumer cultural orientation is positively associated with perceived emotional value.*

3.7. Local Consumer Cultural Orientation and Perceived Social Value

Perceived social value concerns the social meanings that consumers associate with retail brands and their consumption choices. This dimension has a particularly clear connection with cultural orientation because consumption can communicate identity and belonging within social environments. Research on consumer cultural identity indicates that local and global identities can coexist and can be reflected in consumption-related identity beliefs and marketplace responses [3]. Research comparing global and local brand preferences similarly shows that cultural identity is relevant to consumers' perceptions of—and preferences for—local and global brands [4]. In Saudi Arabia, recent evidence further indicates that social identity-related considerations can operate alongside functional value in consumers' preferences for local brands [10]. On this basis, consumers with stronger local cultural orientations may attach greater social value to retail brands that are compatible with the cultural and social environment with which they identify.

H2*c*: *Local consumer cultural orientation is positively associated with perceived social value.*

3.8. Local Consumer Cultural Orientation and Perceived Value for Money

Perceived value for money reflects consumers' evaluation of the benefits that they receive relative to the monetary cost of an offering. Local cultural orientation may be relevant to this evaluation insofar as consumers assess retail offerings against locally familiar needs, preferences, and expectations. Recent Saudi evidence indicates that price and other functional value considerations are relevant to local brand preferences, alongside social and identity-related considerations [10]. This provides contextual support for considering economic value alongside cultural orientation in the Saudi retail setting. The proposed relationship should nevertheless be interpreted narrowly: local cultural orientation does not imply that locally aligned offerings are objectively less expensive or economically superior; rather, the hypothesis concerns consumers' subjective evaluation of whether the benefits obtained from the retailers that they use are worth the prices that they pay.

H2*d*: *Local consumer cultural orientation is positively associated with perceived value for money.*

4. Materials and Methods

4.1. Research Design

In this study, a quantitative, cross-sectional research design was employed to examine the relationships between global and local consumer cultural orientations and consumer perceived value in Saudi Arabia's retail sector. A quantitative design was considered appropriate because this study sought to empirically test theoretically derived relationships between latent constructs using responses obtained from individual retail consumers. A deductive approach was adopted, in which the hypothesised relationships were derived from consumer culture theory and the literature on consumer perceived value and subsequently examined using survey data. The unit of analysis was the individual retail consumer. Data were collected at a single point in time using a structured questionnaire administered to consumers in Saudi Arabia. This study focuses on consumers' perceptions rather than on objective measures of retail performance. This distinction is important because consumer perceived value represents an evaluation formed by consumers concerning the benefits and value that they obtain from retail offerings. Accordingly, cultural orientations are not claimed to objectively lead to superior retail performance; rather, this study examines whether consumers' global and local cultural orientations are associated with different dimensions of the value that they perceive in retail consumption experiences.

4.2. Construct Operationalisation

The model includes two explanatory constructs—global consumer cultural orientation (GCCO) and local consumer cultural orientation (LCCO)—and four separate outcome constructs: quality and performance value (QPV), emotional value (PEV), social value (PSV), and perceived value for money (PVM). Each construct was modelled reflectively using five indicators. The four perceived-value dimensions were analysed as distinct outcomes, consistent with the multidimensional structure introduced in Section 2.2.

4.2.1. Global Consumer Cultural Orientation

Global consumer cultural orientation (GCCO) refers to the extent to which consumers' retail preferences and choices are oriented towards internationally recognised brands, international retail trends, global lifestyles, and influences transmitted through international media and digital platforms. This construct captures consumers' orientation towards the global cultural environment rather than their objective exposure to foreign products; therefore, it represents an individual-level consumer orientation expressed through preferences and shopping choices. GCCO was measured using five items covering consumers' preference for internationally recognised retail brands, the influence of international retail trends on product and brand choice, preference for brands popular across countries, enjoyment of retail experiences reflecting trends from other countries, and the influence of international media and digital platforms on retail brand choice. All items were measured using a five-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree).

4.2.2. Local Consumer Cultural Orientation

Local consumer cultural orientation (LCCO) captures the extent to which consumers' retail preferences and choices connect with local cultural identity, traditions, customs, and locally relevant preferences. Five items were assessed: preference for offerings reflecting Saudi traditions and way of life, the influence of local traditions on product and brand choice, connection with brands that respect Saudi cultural identity, preference for familiar

shopping experiences, and preference for retailers that adapt products or services to local preferences. These items ask about respondents' preferences rather than whether retailers should adapt to local preferences in principle, keeping the construct at the consumer level.

4.3. Perceived-Value Dimensions

The four outcome constructs follow the dimensions of Sweeney and Soutar's [6] PERVAL framework: quality/performance, emotional, social, and price/value for money. The original PERVAL scale was developed for consumer durable goods at the brand level. For this study, the item wording was adapted to refer to retail products, services, retailers, and shopping experiences familiar to the respondents; the original items were not reproduced verbatim. The items are summarised in Sections 4.3.1–4.3.4.

4.3.1. Quality and Performance Value

Quality and performance value (QPV) captures the perceived quality, reliability, and expected performance of products and services obtained from retailers; it was assessed using five items: whether offerings have consistent quality, perform as expected, are well made and reliable, and meet expected standards. These indicators represent the functional quality dimension of perceived value.

4.3.2. Emotional Value

Emotional value (PEV) represents the affective utility associated with the shopping experience; it captures positive feelings, enjoyment, pleasure, and emotional responses generated through consumers' interactions with retailers. PEV was assessed using five items: whether shopping with the retailers that the respondents use makes them feel good, whether they enjoy the experience, whether it gives them pleasure, whether they look forward to shopping with those retailers, and whether they feel relaxed when shopping. This dimension is conceptually consistent with the emotional component of PERVAL, which treats emotional value as utility derived from feelings or affective states generated through consumption.

4.3.3. Social Value

Social value (PSV) captures the extent to which retail brands and consumption choices contribute to consumers' social self-concept and social acceptance; it was assessed using five items: whether the retail brands that consumers use fit the image they wish to present, help them make a favourable impression, are viewed positively by important people in their lives, fit with the people with whom they spend time, and contribute to feelings of social acceptance. This dimension reflects the social component of the PERVAL framework, where value arises partly from the capacity of a consumption choice to enhance an individual's social self-concept.

4.3.4. Perceived Value for Money

Perceived value for money (PVM) represents the economic or monetary value perceived by consumers relative to what they pay; it was assessed using five items: whether retailers offer reasonable prices, whether products and services provide good value for money, whether the benefits are worth the amount paid, whether products and services are worth their price, and whether the retailer provides good overall value for the money spent. This dimension captures consumers' economic evaluation of the exchange rather than simply measuring low prices. This distinction is consistent with the PERVAL conceptualisation of price/value for money as a distinct dimension of consumer value.

4.4. Measurement Instrument and Scale Adaptation

The structured questionnaire had two sections: The first collected demographic and retail shopping characteristics—gender, age group, education, employment status, shopping frequency, preferred shopping mode, and most frequently purchased retail category. The second contained 30 substantive indicators—5 for each of the six constructs listed in Table 1. The GCCO and LCCO indicators operationalised consumer-level cultural orientations; the four perceived-value scales were adapted from the PERVAL dimensions for the broader retail context. The full wording of all 30 items is reported in Appendix A (Table A1).

Table 1. Measurement constructs and item counts.

Construct	Code	No. of Items
Global Consumer Cultural Orientation	GCCO	5
Local Consumer Cultural Orientation	LCCO	5
Quality and Performance Value	QPV	5
Emotional Value	PEV	5
Social Value	PSV	5
Perceived Value for Money	PVM	5
Total		30

The questionnaire was administered in Arabic and English, and respondents completed the version of their choice. The items were first developed in English, translated into Arabic, and then back-translated into English by an independent bilingual expert to confirm equivalence of meaning. The questionnaire was pre-tested with consumers to check clarity before data collection.

All substantive items used a five-point Likert-type response scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The GCCO and LCCO items capture consumer preferences and orientations; the four value dimensions draw on PERVAL but use wording adapted to this study's retail context. Reliability and validity were assessed in the study sample, as reported below.

4.5. Population, Recruitment, and Sample

The target population was adult retail consumers (aged 18 years or older) in Saudi Arabia. A non-probability convenience sampling approach was used. Following ethical approval on 29 July 2026, the self-administered questionnaire was distributed electronically through online channels, including email, with an invitation for adult consumers who shop with retailers in Saudi Arabia to participate; recipients could also share the survey link with others. The first page presented the participant information sheet and consent statement, and the respondents confirmed their voluntary agreement before proceeding to the questionnaire. The final dataset comprised 269 complete responses from adult consumers, with all five age groups represented. The adequacy of the sample size was assessed using the inverse square root method [30]: detecting a minimum path coefficient of 0.20 at the 5% significance level with 80% statistical power requires at least 155 observations, so the sample of 269 exceeds this requirement. The online distribution provided geographic reach but did not establish a nationally representative sample, and respondents' region of residence was not recorded.

4.6. Data Analysis Strategy

The data were analysed using partial least squares structural equation modelling (PLS-SEM), which is appropriate for this study because the research model contains multiple latent constructs and focuses on examining the predictive relationships between

consumer cultural orientations and several dimensions of perceived value. PLS-SEM is particularly useful where the research objective includes explaining and predicting target constructs through a specified structural model [31,32]. The analysis proceeded in two stages: assessment of the measurement model and assessment of the structural model. The PLS-SEM analysis was conducted using SmartPLS 4 (SmartPLS GmbH, Bönningstedt, Germany). The supplementary robustness analyses reported in Sections 5.5 and 5.9 were conducted in Python 3.13 (Python Software Foundation, Wilmington, DE, USA) using the NumPy 2.5.3, SciPy 1.18.1 and pandas 3.0.5 libraries.

Preliminary Data Screening

Before estimating the PLS-SEM model, the dataset was screened for incomplete responses, missing values, identifiable duplicate responses, response pattern abnormalities, potential outliers, and the descriptive characteristics of the variables. The distribution of the data was also examined descriptively. Given that PLS-SEM does not require multivariate normality in the same manner as covariance-based SEM, normality assessment was treated primarily as a diagnostic procedure rather than as a strict prerequisite for the analysis. Screening of the 269 responses identified no missing values, no duplicate response patterns, and no straight-lining (no respondent gave identical answers to all 30 substantive items). No standardised item score exceeded an absolute value of 3 (maximum $|z| = 2.91$), indicating no extreme univariate outliers. Item skewness ranged from −0.41 to 0.09 and kurtosis from −0.69 to 0.15, indicating approximately symmetric distributions.

4.7. Measurement Model Assessment

The six constructs—GCCO, LCCO, QPV, PEV, PSV, and PVM—were initially specified as reflective constructs, as their indicators were intended to reflect the underlying consumer orientations or value perceptions. The measurement model was assessed regarding indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability was assessed by examining the individual indicator loadings. Indicators with weak loadings were considered for removal, except where they were supported by empirical and theoretical justifications. Item deletion was not undertaken solely to improve statistical results, as removing indicators may alter the substantive meaning of a construct. Internal consistency reliability was evaluated using Cronbach's alpha, composite reliability, and (where available) rho_A. These reliability coefficients were interpreted jointly instead of relying on a single measure. Convergent validity was assessed using the average variance extracted (AVE) to determine whether the indicators associated with each construct shared sufficient variance to support their representation of the underlying construct. Discriminant validity was examined using the heterotrait–monotrait ratio (HTMT), supplemented (where appropriate) by examination of construct correlations and confidence intervals. This assessment was particularly important because GCCO and LCCO represent conceptually related orientations, while the four dimensions of perceived value were also expected to exhibit meaningful correlations. The analysis therefore established whether the constructs remained empirically distinct.

4.8. Structural Model Assessment

Once the measurement model demonstrated satisfactory reliability and validity, the structural model was evaluated and used to assess the following eight hypothesised relationships:

Global consumer cultural orientation:

H1a: *GCCO is positively associated with QPV.*

H1b: *GCCO is positively associated with PEV.*

H1c: *GCCO is positively associated with PSV.*

H1d: *GCCO is positively associated with PVM.*

Local consumer cultural orientation:

H2a: *LCCO is positively associated with QPV.*

H2b: *LCCO is positively associated with PEV.*

H2c: *LCCO is positively associated with PSV.*

H2d: *LCCO is positively associated with PVM.*

The structural model therefore contained two exogenous constructs and four endogenous constructs:

GCCO → QPV, PEV, PSV, and PVM.

LCCO → QPV, PEV, PSV, and PVM.

This specification allowed the analysis to determine whether global and local cultural orientations have similar or different relationships with the four dimensions of consumer perceived value.

4.8.1. Collinearity Assessment

Variance inflation factor (VIF) statistics were examined to determine whether problematic collinearity existed between the predictor constructs. This was particularly relevant because GCCO and LCCO may be related but conceptually distinct orientations.

4.8.2. Path Coefficients and Significance

The hypothesised relationships were evaluated using bootstrapping to obtain standard errors, t-values, *p*-values, and confidence intervals for the estimated path coefficients. The interpretation focused not only on statistical significance but also on the direction and magnitude of the relationships and their theoretical meaning.

4.8.3. Coefficient of Determination

The coefficient of determination (R^2) was assessed for QPV, PEV, PSV, and PVM to determine the proportion of variance in each dimension of consumer perceived value explained jointly by global consumer cultural orientation (GCCO) and local consumer cultural orientation (LCCO). The R^2 values therefore provided an indication of the model's explanatory power for each endogenous construct and showed the extent to which differences in consumers' perceived quality and performance value, emotional value, social value, and value for money could be accounted for by their global and local consumer cultural orientations. Importantly, R^2 was interpreted separately for each perceived-value dimension, allowing the analysis to identify whether the explanatory contribution of GCCO and LCCO varied across the different forms of consumer perceived value.

4.8.4. Effect Sizes

The f^2 effect size was examined to assess the substantive contribution of each predictor to the explained variance of each endogenous construct. Specifically, the analysis evaluated the extent to which GCCO contributed to explaining each dimension of consumer perceived value after accounting for LCCO, and conversely, the contribution of LCCO after accounting for GCCO. This provided an assessment of the practical importance of each predictor, beyond statistical significance, and helped determine whether the contribution of each cultural orientation was negligible, small, moderate, or substantial across the four dimensions of consumer perceived value.

4.8.5. Robustness Checks for Sample Composition

Because the sample over-represented men and respondents aged 25–34, two exploratory robustness checks were conducted: First, the mean GCCO and LCCO scores were compared between men and women, and between respondents aged 18–34 and those aged 35 or older, using Welch's t-tests. Second, the structural model was estimated separately for each group, and differences in path coefficients were assessed using a permutation-based multigroup analysis with 500 permutations [31].

4.9. Ethical Considerations

Participation in this study was voluntary. The respondents were informed of the purpose of the research and the information required from them before completing the questionnaire. No personal identifying information was necessary or requested for the analysis, and all responses were treated confidentially and used solely for research purposes. Informed consent was obtained electronically from all participants: before accessing the questionnaire, the respondents read the participant information sheet and confirmed their voluntary agreement to participate by ticking the consent statement. The study was approved by the Standing Subcommittee on Research Ethics in Theoretical and Humanities Research, Vice Presidency for Postgraduate Studies and Scientific Research, Qassim University (protocol code 26-28-249; date of approval: 29 July 2026), and data were collected after approval.

5. Results

5.1. Participants' Profile

The sample comprised 269 retail consumers in Saudi Arabia. Men accounted for 170 respondents (63.2%) and women for 99 (36.8%). The largest age group was 25–34 years (39.8%), followed by 45–54 years (18.2%), 18–24 years (17.1%), 35–44 years (16.7%), and 55 years or older (8.2%). Participants that held bachelor's degrees formed the largest educational group (39.4%), followed by those with master's degrees (18.6%), diplomas (17.8%), a secondary education or below (13.4%), doctoral degrees (8.2%), and other qualifications (2.6%).

Regarding their preferred shopping mode, 223 respondents gave a valid answer: 40.4% preferred physical stores and online shopping, 36.3% preferred physical stores, and 23.3% preferred online shopping.

Employed respondents accounted for 33.5% of the sample, students 27.1%, self-employed 14.1%, retired 11.5%, unemployed 11.2%, and other employment circumstances 2.6%. Shopping several times per month was the most common (39.8%), followed by once weekly (27.1%), several times per week (21.6%), and once a month or less (11.5%). Clothing and fashion was the most frequently reported retail category (29.0%), followed by food and groceries (26.8%), electronics and household appliances (19.3%), cosmetics and personal care (14.1%), furniture and home products (8.2%), and other categories

(2.6%). The sample was weighted towards men and consumers aged 25–34; these characteristics should be considered when interpreting the findings and their generalisability.

5.2. Measurement Model Assessment

The internal consistency assessment provides satisfactory evidence of reliability across the six reflective constructs. The Cronbach's alpha (α) coefficients range from 0.741 for perceived social value (PSV) to 0.854 for local consumer cultural orientation (LCCO), with all six constructs exceeding the commonly accepted minimum threshold of 0.70. With respect to the PSV construct, PSV3 (0.618) and PSV4 (0.621) produced the lowest outer loadings in the measurement model (Table 2). Nevertheless, these indicators were retained rather than removed mechanically based on their loadings alone. The construct demonstrated acceptable internal consistency, with Cronbach's alpha of 0.741, rho_A of 0.761, and composite reliability of 0.828. Although its AVE of 0.492 is marginally below the conventional 0.50 benchmark, the difference is only 0.008; consequently, the available evidence does not indicate a substantive measurement failure. Retaining the indicators also avoids narrowing the conceptual domain of perceived social value solely to improve statistical indices. PVM similarly included two marginal indicators—PVM2 (0.695) and PVM5 (0.683)—but its AVE of 0.513 and composite reliability of 0.841 provide adequate construct-level evidence. Thus, indicator retention was based on the combined consideration of indicator performance, construct-level reliability, convergent validity, and conceptual coverage rather than on an isolated loading threshold.

Table 2. Internal consistency reliability and convergent validity.

Construct	Cronbach's α	rho_A	Composite Reliability (rho_C)	AVE
GCCO	0.841	0.844	0.887	0.613
LCCO	0.854	0.855	0.896	0.633
QPV	0.845	0.861	0.889	0.615
PEV	0.780	0.783	0.851	0.533
PSV	0.741	0.761	0.828	0.492
PVM	0.762	0.765	0.841	0.513

The reliability coefficients exceed 0.70 for all constructs. AVE exceeds 0.50 for five constructs; PSV's AVE of 0.492 is marginally below this benchmark and should be interpreted cautiously.

The 30-item measurement model was retained for discriminant validity and collinearity assessment. PSV's marginal AVE warrants caution, notwithstanding acceptable internal consistency.

5.3. Discriminant Validity: HTMT

The HTMT values reported in Table 3 range from 0.211 to 0.793, with all 15 pairwise comparisons falling below 0.85. The highest ratio occurs between GCCO and QPV (0.793), followed by LCCO and QPV (0.760), and then by GCCO and LCCO (0.755). Although these pairs show relatively stronger associations than the others, their HTMT values remain below the recommended threshold. This provides evidence that global consumer cultural orientation, local consumer cultural orientation, and perceived quality and performance value are related but empirically distinguishable constructs. The four perceived-value dimensions also demonstrate discriminant validity. The HTMT values among QPV, PEV, PSV, and PVM range from 0.211 to 0.693; the highest is between QPV and PSV (0.693), while the lowest is between QPV and PVM (0.211). These results suggest

that the dimensions capture distinct aspects of consumer perceived value rather than measuring an identical underlying concept. Largely, the HTMT results support discriminant validity under the 0.85 criterion.

Table 3. Heterotrait–monotrait ratios.

Construct	GCCO	LCCO	QPV	PEV	PSV	PVM
GCCO	—					
LCCO	0.755	—				
QPV	0.793	0.760	—			
PEV	0.744	0.677	0.676	—		
PSV	0.566	0.614	0.693	0.562	—	
PVM	0.290	0.357	0.211	0.292	0.273	—

5.4. Discriminant Validity: Fornell–Larcker Criterion

The Fornell–Larcker criterion was used as an additional assessment of discriminant validity. This criterion requires the square root of each construct's average variance extracted (AVE), reported on the diagonal of the matrix, to exceed its correlations with the other constructs. As presented in Table 4, the diagonal values ranged from 0.701 for perceived social value (PSV) to 0.796 for local consumer cultural orientation (LCCO). Each diagonal value exceeds the corresponding off-diagonal correlations in its row and column, indicating that each construct shares more variance with its own indicators than with the other constructs. These findings support discriminant validity across the six constructs.

Table 4. Fornell–Larcker criterion.

Construct	GCCO	LCCO	QPV	PEV	PSV	PVM
GCCO	0.783					
LCCO	0.657	0.796				
QPV	0.691	0.668	0.784			
PEV	0.605	0.558	0.548	0.730		
PSV	0.462	0.497	0.568	0.432	0.701	
PVM	0.233	0.291	0.186	0.227	0.199	0.716

Table 4 shows the strongest inter-construct correlations between GCCO and QPV (r = 0.691), followed by LCCO and QPV (r = 0.668), and then by GCCO and LCCO (r = 0.657). Each Fornell–Larcker diagonal value exceeds the correlations in its row and column. The correlations between QPV and PSV (0.568) and between QPV and PEV (0.548) remain below their corresponding diagonal values (0.784 and 0.701; 0.784 and 0.730). PVM has the weakest correlations with the other constructs (0.186–0.291), all below its diagonal value of 0.716. These results are consistent with the HTMT ratios below 0.85 and support discriminant validity.

5.5. Collinearity Assessment

Collinearity between the structural model predictors was assessed using the variance inflation factor (VIF). As reported in Table 5, GCCO and LCCO recorded VIF values of 1.760. These values are below the conservative threshold of 3.0, indicating that collinearity between the two predictor constructs is unlikely to distort the estimated structural relationships materially. The results suggest that global and local consumer cultural orientations capture sufficiently distinct information to be included simultaneously as predictors of the four perceived-value dimensions.

Table 5. Variance inflation factors (VIFs).

Predictor	VIF
Global Consumer Cultural Orientation (GCCO)	1.760
Local Consumer Cultural Orientation (LCCO)	1.760

The low VIF values also support the interpretation of the estimated path coefficients as the unique contributions of GCCO and LCCO, conditional on the other predictor in each structural equation.

The data also do not support a bipolar interpretation of GCCO and LCCO. If the respondents had interpreted the two scales as opposite ends of a single dimension, the two constructs would be negatively correlated; instead, the latent variable correlation was positive (r = 0.657; composite score correlation r = 0.629), all 25 correlations between GCCO and LCCO items were positive (range 0.134–0.740), and 49.8% of respondents scored above the scale midpoint on both orientations, compared with 23.4% above the midpoint on LCCO only and 5.2% on GCCO only. Together with the HTMT and VIF results, this pattern indicates that the two orientations are related but distinct and frequently coexist, supporting their specification as separate constructs.

5.6. Effect-Size Analysis

The effect-size analysis compares the relative contribution of global consumer cultural orientation (GCCO) and local consumer cultural orientation (LCCO) to the explained variance in each perceived-value dimension. Table 6 shows that GCCO had f^2 values of 0.252 for quality and performance value (QPV), 0.169 for emotional value (PEV), 0.045 for social value (PSV), and 0.003 for value for money (PVM). These estimates indicate that GCCO contributed more to the explained variance in QPV and PEV than in PSV or PVM.

Table 6. Effect sizes (f^2).

Hypothesis	Structural Path	f^2 Estimate
H1a	GCCO → QPV	0.252
H1b	GCCO → PEV	0.169
H1c	GCCO → PSV	0.045
H1d	GCCO → PVM	0.003
H2a	LCCO → QPV	0.183
H2b	LCCO → PEV	0.077
H2c	LCCO → PSV	0.091
H2d	LCCO → PVM	0.036

The f^2 estimates describe each predictor's incremental contribution conditional on the other predictor; they do not test whether the GCCO and LCCO coefficients differ significantly. GCCO's very small f^2 for PVM (0.003) is consistent with its nonsignificant path estimate. These estimates describe relative contribution patterns, but no claim that one orientation is statistically stronger than the other is warranted without a formal comparison test.

5.7. Structural Model and Hypothesis Testing

The structural model was evaluated using bootstrapping with 5000 resamples. The analysis examined the estimated path coefficients (β), bootstrap standard errors, *t*-statistics, *p*-values, and 95% confidence intervals. Statistical significance was assessed using a two-tailed 5% significance level.

Table 7 shows that seven of the eight hypothesised relationships were positive and statistically significant at the 5% level (see also Figure 1). The results indicate that global consumer cultural orientation was positively associated with perceived quality and performance value (QPV; β = 0.443, t = 8.542, $p < 0.001$), perceived emotional value (PEV; β = 0.419, t = 6.617, $p < 0.001$), and perceived social value (PSV; β = 0.238, t = 3.528, $p < 0.001$). The corresponding 95% confidence intervals excluded zero, providing further support for these relationships; thus, H1a, H1b, and H1c were supported. Among these relationships, the coefficient for QPV was the largest, followed by those for PEV and PSV, suggesting that GCCO was most strongly associated with consumers' functional evaluations of retail offerings, followed by their emotional and social evaluations. The relationship between GCCO and perceived value for money, however, was not statistically significant (β = 0.075, t = 0.831, p = 0.414); its 95% confidence interval ranged from −0.102 to 0.246 and included zero, indicating that the estimated relationship was not distinguishable from zero at the 5% significance level. Accordingly, H1d was not supported. This result suggests that global consumer cultural orientation does not necessarily translate into stronger value-for-money perceptions in this model. One possible interpretation is that evaluations of value for money depend more directly on consumers' assessments of prices relative to the benefits received than on their broader orientation towards global consumer culture. Nevertheless, this explanation remains a theoretical interpretation rather than a directly tested mechanism in the present model.

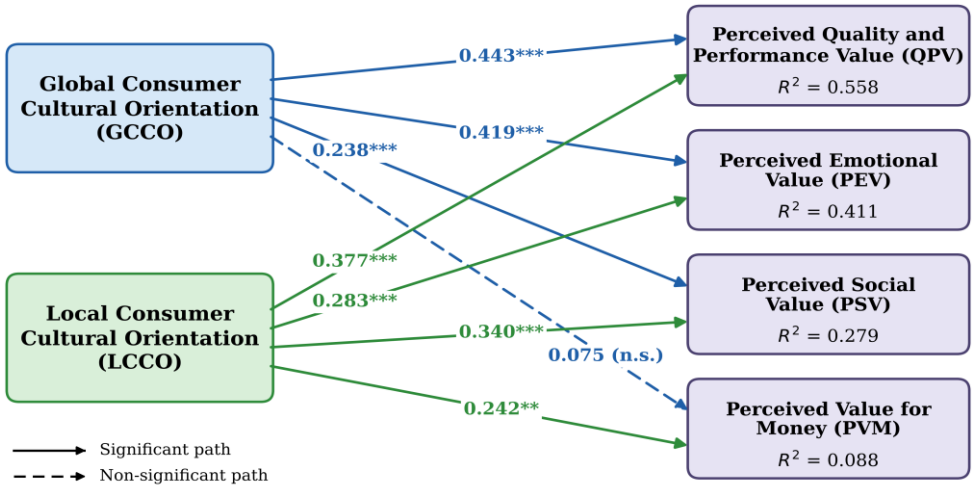


Figure 1. Structural model results. Standardised path coefficients are shown; solid arrows indicate significant paths, and the dashed arrow a nonsignificant path; ** $p < 0.01$; *** $p < 0.001$; n.s., not significant ($p \geq 0.05$).

Table 7. Structural model path coefficients and hypothesis tests.

Hypothesis	Relationship	β	Bootstrap SD	*t*-Statistic	*p*-Value	95% CI
H1a	GCCO → QPV	0.443	0.052	8.542	<0.001	[0.339, 0.544]
H1b	GCCO → PEV	0.419	0.063	6.617	<0.001	[0.292, 0.542]
H1c	GCCO → PSV	0.238	0.068	3.528	<0.001	[0.108, 0.372]
H1d	GCCO → PVM	0.075	0.090	0.831	0.414	[−0.102, 0.246]
H2a	LCCO → QPV	0.377	0.055	6.914	<0.001	[0.270, 0.484]
H2b	LCCO → PEV	0.283	0.062	4.598	<0.001	[0.164, 0.403]
H2c	LCCO → PSV	0.340	0.066	5.161	<0.001	[0.211, 0.468]
H2d	LCCO → PVM	0.242	0.080	3.000	0.003	[0.085, 0.401]

Notes: β, standardised path coefficient; SD, bootstrap standard deviation; CI, confidence interval; p-values reported by the bootstrap output as 0.000 are presented as p < 0.001.

Local consumer cultural orientation exhibited positive and statistically significant relationships with all four perceived-value dimensions. LCCO was positively associated with QPV (β = 0.377, t = 6.914, p < 0.001), PEV (β = 0.283, t = 4.598, p < 0.001), PSV (β = 0.340, t = 5.161, p < 0.001), and PVM (β = 0.242, t = 3.000, p = 0.003). The 95% confidence intervals for all four relationships excluded zero, supporting H2a, H2b, H2c, and H2d. The strongest estimated relationship was between LCCO and QPV, followed by LCCO and PSV, suggesting that local cultural orientation was particularly associated with functional and social evaluations of retail offerings. LCCO's significant relationship with PVM also contrasts with the nonsignificant GCCO–PVM relationship. This pattern suggests that the relationship between cultural orientation and perceived value may vary across value dimensions: global orientation was significantly associated with quality and performance, emotional, and social value, whereas local orientation was significantly associated with all four dimensions, including value for money.

5.8. Explanatory Power of the Structural Model

As reported in Table 8, the model explained 55.8% of the variance in QPV, 41.1% in PEV, 27.9% in PSV, and 8.8% in PVM. QPV is the outcome with the greatest explained variance, while PVM has the least.

Table 8. Explanatory power of the structural model.

Endogenous Construct	R^2	Adjusted R^2
QPV	0.558	0.554
PEV	0.411	0.407
PSV	0.279	0.274
PVM	0.088	0.081

The reported PVM R^2 of 0.088 indicates that the two cultural orientations jointly explain a relatively small proportion of the variance in perceived value for money. This does not identify the sources of the remaining variance. Price consciousness, perceived benefits relative to costs, and economic circumstances are possible topics for future research, but they were not tested in this study.

5.9. Robustness Checks: Gender and Age

The mean GCCO and LCCO scores did not differ significantly between men and women (GCCO: 3.17 vs. 3.18; LCCO: 3.48 vs. 3.53; both p > 0.66) or between respondents aged 18–34 and those aged 35 or older (GCCO: 3.21 vs. 3.12; LCCO: 3.47 vs. 3.53; both p > 0.35). Across the whole sample, the mean LCCO score (3.50) was higher than the mean GCCO score (3.17). None of the eight path coefficients differed significantly between age groups (all permutations have p > 0.26). Between genders, seven of the eight paths did not differ significantly; the exception was LCCO → PVM, which was positive among men (β = 0.375) but close to zero among women (β = 0.000; permutation p = 0.024). The GCCO → QPV path was stronger among men than women (0.506 vs. 0.303), but the difference was not significant at the 5% level (p = 0.058). These analyses are exploratory because the subgroups were modest in size (99 women) and measurement invariance across groups was not formally assessed.

6. Discussion

The findings indicate that global and local consumer cultural orientations are both associated with perceived value among retail consumers in Saudi Arabia, although their relationships differ across value dimensions. Global consumer cultural orientation

(GCCO) positively relates to quality and performance value, emotional value, and social value, while local consumer cultural orientation (LCCO) positively relates to all four dimensions, including price/value for money. These findings are consistent with the view that consumer evaluations are associated with global and local cultural influences rather than with a single cultural orientation [1–3]. The positive relationships between GCCO and quality and performance value, emotional value, and social value suggest that globally oriented consumers may associate consumption with product performance, experiential benefits, and social identity. Meanwhile, the significant relationship between LCCO and price/value for money indicates that local cultural orientation also matters when consumers assess the benefits received relative to the price paid. This is consistent with the multidimensional conceptualisation of perceived value, which distinguishes functional, emotional, social, and economic evaluations [6]. However, the differences between the GCCO and LCCO coefficients should not be interpreted as statistically significant differences unless formally tested.

The nonsignificant association between GCCO and value for money ($\beta = 0.075$, $p = 0.414$), alongside the significant LCCO–value for money association ($\beta = 0.242$), deserves particular attention. Several explanations are plausible: First, international brands in Saudi Arabia are often sold at price premiums that reflect import costs, customs duties, value-added tax, and distribution margins. Globally oriented consumers may value these brands for their quality, experiential, and social benefits without perceiving them as economical so that the higher prices offset any perception of affordability. This is consistent with evidence that perceived brand globalness increases consumers' willingness to pay [29]—a price premium accepted for other forms of value need not translate into stronger value-for-money perceptions. Second, globally oriented consumers are exposed to a wider international reference set of prices through digital media and cross-border e-commerce, which may make them more critical when judging whether local retail prices are justified. Third, the asymmetric pattern suggests that local cultural orientation carries not only emotional and identity functions but also economic implications: consumers who actively value local cultural meanings appear more likely to perceive culturally embedded offerings as worth the money. This interpretation resonates with evidence at a different level of analysis that cultural characteristics can be economically consequential: Mao et al. [33] found that regional cultural inclusiveness was associated with better firm performance in China. Although that study concerns regions and firms rather than consumers, it supports the broader proposition that culture can operate as an economically relevant force rather than merely as a background to economic activity. These explanations were not tested directly and should be examined in future research using measures of price consciousness, perceived price premiums, and reference prices.

From a signalling perspective [24,25], the positive associations of GCCO ($\beta = 0.238$) and LCCO ($\beta = 0.340$) with social value are consistent with retail choices serving as identity signals: globally oriented consumers may use international brands to signal a cosmopolitan identity, whereas locally oriented consumers may use culturally aligned offerings to signal belonging to the local community. Because signalling processes were not measured directly, this interpretation should be tested in future research.

This study contributes to consumer culture research through its examination of global and local cultural orientations simultaneously across four distinct dimensions of perceived value within the Saudi retail context. The explanatory power of the model varies across outcomes, accounting for 55.8% of the variance in quality and performance value, 41.1% in emotional value, 27.9% in social value, and 8.8% in price/value for money. These differences suggest that cultural orientations are more informative for some dimensions of perceived value than others. In particular, the relatively low explanatory

power for price/value for money indicates that additional factors may be needed to explain consumers' economic evaluations. This multidimensional approach extends research on global and local consumer identities and their implications for consumer evaluations [1,3].

The boundary between global and local offerings in the Saudi retail market is not always clear-cut. Many international brands localise their products, marketing communication and staffing for Saudi consumers, while some Saudi brands adopt global aesthetics and retail formats. Research on perceived brand globalness and localness shows that a single brand can be perceived as global and local [27,28]. This blurring may partly explain why GCCO and LCCO were positively correlated and why both were associated with quality and performance, emotional, and social values: consumers may obtain global and local meanings from the same retail offerings. Because the GCCO and LCCO items refer to consumers' orientations rather than to the origin of specific brands, the findings do not depend on classifying brands as strictly global or local. Future research could nevertheless examine how the perceived globalness and localness of specific retailers interact with consumers' cultural orientations.

The composition of the sample also warrants consideration of the likely direction of any bias. Men and respondents aged 25–34 were over-represented, and recruitment was conducted online. Saudi Arabia has a young and digitally active consumer population, and such consumers may be more exposed to global brands and trends; a sample weighted towards them could therefore be expected to overstate global orientation and understate local orientation. The robustness checks provide only limited support for this concern: the GCCO and LCCO levels did not differ by gender or age, and the mean LCCO score exceeded the mean GCCO score even in this sample. However, the LCCO–value-for-money association was concentrated among men, so the pooled estimate may partly reflect the male majority. Conversely, if local orientation is stronger among older, less digitally connected, or non-urban consumers who are under-represented here, the importance of local orientation in the wider population may be underestimated rather than overstated. Samples stratified by gender, age, and region are therefore needed to establish how far these patterns generalise.

From a managerial perspective, retailers in Saudi Arabia should avoid assuming that consumers respond uniformly to global or local positioning. Marketing strategies may combine international quality and performance cues with locally relevant cultural meanings, emotional appeals, and social associations. Pricing strategies should also recognise that cultural orientation alone explains only a limited proportion of price/value-for-money evaluations. The findings should nevertheless be interpreted while considering this study's cross-sectional design and sample of 269 consumers, which limit causal inference and generalisability. Future research could examine additional predictors of perceived value and investigate whether these relationships vary across consumer groups, retail categories, and cultural contexts.

6.1. Potential Implications for Cultural and Economic Sustainability

The findings offer indirect, consumer-level evidence that is relevant to the cultural and economic sustainability of Saudi retail. LCCO was positively associated with all four value dimensions—including value for money ($\beta = 0.242$), with which GCCO was not associated. This pattern indicates that consumers who place importance on local cultural fit perceive retail offerings as delivering not only functional, emotional, and social benefits but also economic value. From a cultural sustainability perspective, the results suggest that local cultural meanings remain associated with consumer value in a retail environment that is highly exposed to global brands [12]. Because the continued market presence of culturally embedded offerings depends on consumers valuing them, the

LCCO–value associations point to a potential market-based mechanism through which local consumption practices and identities may be sustained rather than merely preserved as heritage. However, this study did not measure the actual continuation of cultural practices or the intergenerational transmission of cultural meanings. The cultural sustainability implications are therefore inferred indirectly from value perceptions and should be regarded as potential rather than demonstrated effects.

From an economic sustainability perspective, the LCCO–PVM association is particularly relevant. Local offerings that consumers perceive as worth their price may be better positioned to sustain demand on their own merits, which is consistent with the aim of the Made in Saudi Program to make local products a preferred choice for consumers [16]. At the same time, GCCO was positively associated with quality and performance value ($\beta = 0.443$) and emotional value ($\beta = 0.419$), indicating that global orientation remains associated with functional and experiential benefits. Sustainable retail development in Saudi Arabia is therefore unlikely to rest on substituting local for global consumption. The coexistence of the two orientations, both associated with value, is consistent with a balanced model in which local cultural relevance and international standards are combined, consistent with Vision 2030's aims of economic diversification and the strengthening of national identity [15]. The limited explanatory power of value for money ($R^2 = 0.088$) also indicates that cultural orientation alone cannot secure the economic viability of local offerings—competitive quality and pricing remain necessary.

For policymakers and retailers, these results suggest that sustainability-oriented localisation strategies should emphasise the value that local offerings deliver—particularly their cultural fit and value for money—rather than relying solely on national appeals. Communicating how local products reflect Saudi traditions, combined with competitive quality and pricing, may strengthen the consumer valuation on which cultural continuity and the economic viability of local retail depend [13,14].

6.2. Managerial Implications

The findings suggest that retailers may consider global marketplace associations and local cultural relevance when developing positioning strategies. GCCO and LCCO were each positively associated with QPV, while their associations with PEV and PSV also provide a basis for considering consumer experience and identity-related meanings. LCCO was positively associated with PVM, whereas the GCCO–PVM association was not statistically significant. These results do not establish that either orientation influences perceived value or that the two coefficients differ statistically. Retailers should assess consumers' perceived benefits and prices directly rather than inferring value-for-money evaluations from cultural orientation. The PVM model's reported explanatory power is limited, and additional determinants remain to be tested.

7. Conclusions

This study examined how global consumer cultural orientation (GCCO) and local consumer cultural orientation (LCCO) are related to four dimensions of perceived value among retail consumers in Saudi Arabia. The findings indicate that GCCO was positively associated with quality and performance value (QPV), emotional value (PEV), and social value (PSV), but not with price/value for money (PVM). In contrast, LCCO was positively associated with all four perceived-value dimensions. These findings highlight the importance of distinguishing between global and local consumer cultural orientations when examining how consumers evaluate retail offerings.

By examining these orientations separately across multiple dimensions of perceived value, this study contributes context-specific evidence to research on consumer culture and value perceptions. The results suggest that global and local cultural orientations have

different patterns of association with consumers' evaluations, with neither orientation uniformly explaining all dimensions of perceived value. In particular, the nonsignificant relationship between GCCO and PVM, alongside the significant relationship between LCCO and PVM, points to the need for further investigation into how cultural orientations relate to consumers' assessments of economic value.

The findings also carry potential implications for sustainability. The positive associations between local cultural orientation and all four value dimensions, including value for money, suggest that locally grounded cultural relevance is associated with consumer value in ways that may support the cultural and economic sustainability of local retail. The coexistence of global and local orientations further suggests that such sustainability may be compatible with continued engagement with global markets.

Several limitations should be considered when interpreting the findings. The cross-sectional design captures consumer perceptions at a single point in time, and therefore, does not establish causal relationships. Furthermore, the sample's demographic composition, including the greater representation of men and respondents aged 25–34, limits the extent to which the findings can be generalised to the wider Saudi retail population. Additionally, the PERVAL instrument, originally developed in the context of consumer durable goods, was adapted to a broader retail setting in this study. Consequently, the applicability of the adapted measures should be assessed in other consumer and retail contexts. In addition, neither sustainability outcomes nor sustainable consumption behaviour was measured directly. Sustainability implications were derived from the theoretical link between consumer value perceptions and the cultural and economic dimensions of sustainability, and future research should test this link using direct measures such as local-product purchasing or support for localisation initiatives. Furthermore, cultural sustainability was inferred only indirectly through the association between LCCO and perceived value; the actual continuation of cultural practices and the intergenerational transmission of cultural meanings were not measured. Respondents' region of residence was also not recorded, so regional differences within Saudi Arabia could not be examined.

Future research could address these limitations by examining more diverse and representative samples—stratified by gender, age group, and region—employing longitudinal designs, and testing additional determinants of perceived value, particularly price/value for money. Future studies should also assess the measurement properties of the adapted PERVAL scale across different retail categories. Such investigations would help establish the robustness of the relationships identified in this study and deepen our understanding of how global and local consumer cultural orientations relate to perceived value across different contexts. In particular, longitudinal and experimental designs are needed to move from associations between value perceptions to evidence on behaviour. For example, panel studies could track whether LCCO and perceived value predict subsequent purchases of products certified under the Made in Saudi Program [16], and experiments could manipulate the presence of the Made in Saudi label, price levels, and cultural cues to test their effects on purchase intention and willingness to pay. Future studies should also measure cultural sustainability outcomes directly, such as the continuation of traditional consumption practices and their transmission across generations.

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Institutional Review Board Statement: This study was conducted in accordance with the Declaration of Helsinki and approved by the Standing Subcommittee on Research Ethics in Theoretical and Humanities Research, Vice Presidency for Postgraduate Studies and Scientific Research, Qassim University, Saudi Arabia (protocol code 26-28-249; date of approval: 29 July 2026).

Informed Consent Statement: Informed consent was obtained from all subjects involved in this study.

Data Availability Statement: The data presented in this study are available upon request from the corresponding author due to privacy and confidentiality restrictions agreed with the study participants.

Conflicts of Interest: The author declares no conflicts of interest.

Abbreviations

The following abbreviations are used in this manuscript:

GCCO	Global consumer cultural orientation
LCCO	Local consumer cultural orientation
QPV	Perceived quality and performance value
PEV	Perceived emotional value
PSV	Perceived social value
PVM	Perceived value for money
PERVAL	Perceived value scale (Sweeney and Soutar)
CCT	Consumer culture theory
PLS-SEM	Partial least squares structural equation modelling
AVE	Average variance extracted
HTMT	Heterotrait–monotrait ratio
VIF	Variance inflation factor

Appendix A

Table A1 reports the wording of the 30 measurement items (English version). All items were rated on a five-point scale from 1 (strongly disagree) to 5 (strongly agree).

Table A1. Measurement items.

Construct	Code	Item Wording
GCCO	GCCO1	I prefer retail brands that are internationally recognized.
	GCCO2	International retail trends influence the products and brands I choose.
	GCCO3	I prefer retail brands that are popular in many countries.
	GCCO4	I enjoy retail experiences that reflect trends from other countries.
	GCCO5	International media and digital platforms influence the retail brands I choose.
LCCO	LCCO1	I prefer retail products and services that reflect Saudi traditions and way of life.
	LCCO2	Local traditions influence the products and brands I choose.
	LCCO3	I feel more connected to retail brands that respect Saudi cultural identity.
	LCCO4	I prefer shopping experiences that fit with customs I am familiar with.
	LCCO5	I prefer retailers that adapt their products or services to local preferences.
QPV	QPV1	The products and services offered by the retailers I use are of consistent quality.

	QPV2	The products and services offered by the retailers I use perform as I expect.
	QPV3	The products and services offered by the retailers I use are well made.
	QPV4	The products and services offered by the retailers I use are reliable.
	QPV5	The products and services offered by the retailers I use meet the quality I expect.
PEV	PEV1	Shopping with the retailers I use makes me feel good.
	PEV2	I enjoy shopping with the retailers I use.
	PEV3	Shopping with the retailers I use gives me pleasure.
	PEV4	I look forward to shopping with the retailers I use.
	PEV5	I feel relaxed when shopping with the retailers I use.
PSV	PSV1	The retail brands I use fit the image I want to present to other people.
	PSV2	The retail brands I use help me make a good impression on other people.
	PSV3	The retail brands I use are viewed positively by people who are important to me.
	PSV4	The retail brands I use fit well with the people I spend time with.
	PSV5	Using the retail brands I choose makes me feel socially accepted.
PVM	PVM1	The retailers I use offer products and services at reasonable prices.
	PVM2	The products and services I buy from the retailers I use are good value for money.
	PVM3	The benefits I receive from the retailers I use are worth what I pay.
	PVM4	The products and services I buy from the retailers I use are worth their price.
	PVM5	Overall, the retailers I use give me good value for the money I spend.

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