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Glocal Marketing Strategies and Customer Patronage in Chain Restaurants: The Moderating Role of Trust

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Abstract

This study examined glocal marketing strategies and customer patronage of chain restaurants. It specifically sought to determine the effects of product localization, brand consistency, cultural sensitivity and customer service localization on the patronage of chain restaurants. The study also examined the moderating role of customers' trust on the relationship between glocal marketing strategies and patronage of chain restaurants. It adopted cross-sectional survey research design. Using the Topman sample size procedure, a sample size of 382 customers of chain restaurants was determined. However, 365 respondents actually participated in the survey. Purposive sampling technique was applied to select respondents while a structured questionnaire was used to obtain primary data from them. The data obtained were analyzed descriptively while the hypotheses were tested using multiple and hierarchical regression. Findings of the study revealed that all the four dimensions of glocal marketing strategies (product localization, brand consistency, cultural sensitivity, and customer service localization) had significant positive effects on the patronage of chain restaurants in Calabar. Importantly, the findings also revealed that customers' trust significantly moderated this relationship, amplifying the effectiveness of these glocal marketing strategies on the patronage of chain restaurants. Hence, we recommended that managers of chain restaurants should implement product localization initiatives such as food menu adaptation, incorporation of local dietary preferences and ingredients, and adherence to local food safety standards to align offerings with the cultural and nutritional expectations of Nigerian customers. We also recommended that managers of chain restaurants should implement brand consistency initiatives such as consistent service delivery, visual identity, and customer experience to build trust, reinforce brand recognition, and foster customer loyalty.

Keywords: Glocal Marketing, Market Adaptation, Market Standardization, Foreign Chain Restaurants, Culture in International Marketing..

Introduction

Glocal marketing is a strategic approach that blends global brand consistency with local cultural relevance, allowing multinational companies to maintain a unified brand identity while adapting their offerings to meet the specific needs and preferences of local markets (Coskuner-Balli & Ertimur, 2018). It advocates for maintaining a consistent global brand while also adjusting products, services, and marketing campaigns to fit the local culture, tastes, and needs of customers in each market, helping the brand connect better with customers and succeed in different countries (Kaya et al., 2022). As its popularity continues to grow, several glocal marketing strategies such as product localization, brand consistency, cultural sensitivity and customer service localization have been applied by businesses in an effort to gain competitive advantage. According to Mwangi et al. (2024), product localization is the process whereby global businesses adapt their products to align with the local cultural preferences, conditions and dynamics of their target market. Brand consistency entails the process whereby global firms maintain uniformity in brand messaging, visual identity, service quality, and customer experience across all their locations (Cleeren et al., 2020). Cultural sensitivity entails the deliberate adaptation of the marketing activities of business firms to align with the cultural norms, values, and preferences of the local market while maintaining a consistent global brand identity (Kaya et al., 2022). Customer service localization entails the adaptation of customer service practices of global firms to align with the local culture, preferences, and expectations of the target market while maintaining their global core values (Lee & Back, 2022).

These glocal marketing strategies have been applied by global brands to showcase their alignment with the local market conditions of local markets in an attempt to attract customers' patronage (Rana et al., 2021; Deliceırmak, 2022). However, research has shown that Nigerian consumers have a strong distrust in the safety, hygiene and overall quality standards of quick-service restaurants, including chain restaurants (Agada & Igbokwe, 2016; Obidiegwu & Akpabio, 2017; Adesina et al., 2022). This is often rooted in the notion that the food sold by these restaurants may not meet local expectations for freshness, authenticity, or proper handling, leading to concerns about health risks and cultural disconnection (Onyeaka et al., 2024). Against this backdrop, customers' trust is introduced to the study as a moderating variable. It entails the confidence that customers have in the integrity, quality of offerings, and capacity of business firms to meet their needs on a consistent basis (Bonn et al., 2016). Customers' trust is perceived as a critical moderating variable in marketing because it plays a substantial role in enhancing

customers' patronage and loyalty by reducing perceived risks, fostering emotional connections, and creating a sense of reliability for customers (Alam et al., 2021). Nevertheless, due to insufficient relevant empirical evidence, it is unclear whether or not customers' trust can moderate the relationship between glocal marketing strategies and patronage of chain restaurants in Nigeria. This study was therefore carried out to examine the moderating role of customers' trust in the relationship between glocal marketing strategies and patronage of chain restaurants in Calabar, Cross River State.

Research Rationale

A key challenge facing chain restaurants operating in Nigeria is the persistent reliance on ethnocentric marketing strategies, such as standardised menus and foreign-oriented communication, which often fail to align with local cultural preferences and consumption habits (Onodugo et al., 2017; Dey et al., 2019). In the Nigerian context, where food choices are strongly shaped by cultural taste, freshness expectations, and local identity, such approaches can reduce customer engagement, weaken loyalty, and limit market penetration. This problem is further intensified by documented consumer distrust regarding the safety and hygiene standards of chain restaurants, which increases perceived risk and reduces willingness to patronise these outlets. Although previous studies have examined glocalisation broadly, many have not clearly unpacked how specific glocal marketing dimensions (such as product localisation, brand consistency, cultural sensitivity, and customer service localization) individually influence patronage within the Nigerian chain restaurant industry. This creates a practical and theoretical gap because managers are left without clear evidence on which specific strategies most strongly drive customer patronage in culturally sensitive markets like Nigeria.

In addition, while customer trust is widely recognised as a key factor in shaping consumer behaviour, its moderating role in the relationship between glocal marketing strategies and patronage has not been sufficiently examined in the Nigerian chain restaurant context. This is a notable omission, especially given that trust is critical in reducing perceived risk, improving credibility, and strengthening customer relationships in service industries. Against this backdrop, this study examined the effects of key glocal marketing strategies on customer patronage of chain restaurants in Calabar, Nigeria, and further investigated whether customer trust strengthened this relationship. The aim was to provide more context-specific and actionable insights for managers seeking to improve competitiveness in a culturally diverse and trust-sensitive market environment.

LITERATURE REVIEW

Glocal Marketing Strategies

Glocal marketing strategies refer to the integration of global standardization with local adaptation in marketing practices, enabling firms to balance international consistency with regional responsiveness to customer needs (Presutti et al., 2015). It has been defined as a

strategy in which firms operate globally while tailoring marketing activities to reflect local cultural and consumer preferences (Grigorescu & Zaif, 2017), often through a dual system where global headquarters set core brand principles while local units adapt campaigns and offerings to suit specific market conditions (Foglio & Stanevicius, 2007). In response to globalization, glocal marketing also allows firms to achieve economies of scale while maintaining close engagement with local consumers through culturally relevant messaging and product adaptation (Kolmakova, 2017). Across these perspectives, the central theme is the deliberate balance between global brand uniformity and local responsiveness, ensuring competitiveness while maintaining relevance in diverse markets. This approach has become increasingly prominent across industries, including chain restaurants, where multinational firms adapt menus, marketing communications, and service delivery to local tastes while preserving a consistent global identity (Kaya et al., 2022; Mwangi et al., 2024). For instance, McDonald's adapts its offerings such as the McAloo Tikki Burger in India to suit vegetarian preferences while maintaining its global brand standards (Natrajan & Jacob, 2018), while KFC incorporates local Chinese dishes such as congee and spicy Sichuan-style chicken alongside its core fried chicken products (Sharma et al., 2023). Such adaptations demonstrate how glocal marketing enhances cultural relevance and consumer acceptance without compromising global coherence, thereby strengthening market penetration and competitiveness across diverse regions (Tanaka et al., 2024; Somchai et al., 2023).

Customers' Patronage

Customer patronage refers to the financial support customers provide to a firm through the purchase of goods and services to satisfy their needs (Garga & Bambale, 2016). In the context of chain restaurants, it involves customers physically visiting outlets or making online orders for food, beverages, and related services, thereby ensuring continuous revenue inflow that supports operational sustainability and profitability, particularly for foreign chains (Etuk et al., 2022). Sustained patronage is also critical for building strong brand identity and reputation, as loyal customers generate positive reviews that attract new patrons and reinforce perceptions of reliability and quality relative to competitors (Adiele et al., 2015). Furthermore, consistent patronage enables firms to gather valuable insights into customer preferences and consumption patterns, which can be used to refine marketing strategies, enhance customer satisfaction, and improve retention (Möhring et al., 2021). In response, chain restaurants increasingly adopt strategies such as social media engagement, targeted advertising, loyalty programmes, and promotional offers to attract and retain customers (Garga & Bambale, 2016). Customer patronage is commonly reflected through dimensions such as customer preference, regular patronage, and repeat patronage intention, where preference captures consumer choice based on factors such as quality and brand reputation (Singh et al., 2017), regular patronage reflects frequent purchasing behaviour (James & Inyang, 2022), and repeat patronage intention indicates the likelihood of returning based on satisfaction, trust, and perceived value (Odoom et al., 2021). Together, these dimensions provide a comprehensive understanding of consumer

behaviour and its implications for the performance and sustainability of chain restaurants.

Product Localization and Customers' Patronage of Chain Restaurants

Product localization, as a glocal marketing strategy, refers to the adaptation of products to the cultural, linguistic, and consumer preferences of specific regions while maintaining core brand values and identity (Cui et al., 2018). In the context of chain restaurants, it involves modifying menus, recipes, ingredients, portion sizes, pricing, packaging, and even service environment to align with local dietary habits, cultural practices, and consumption patterns without compromising global brand standards (Jin et al., 2020; Whitelock & Fastoso, 2021). For instance, international fast-food brands such as McDonald's and KFC often introduce region-specific meals that reflect local tastes, including the use of indigenous spices or substitution of ingredients based on cultural or religious considerations (Pinar et al., 2020). This adaptation enhances customer familiarity and cultural resonance, thereby strengthening trust, emotional connection, and brand loyalty, as consumers are more likely to patronise brands that reflect and respect local values (Watson et al., 2018). Additionally, product localization allows foreign brands to reach broader customer segments, differentiate themselves in competitive markets, and deliver a hybrid experience that combines global quality assurance with local relevance (Tsang & Cheng, 2021). Empirical evidence further supports its effectiveness, showing that product localization significantly enhances customer patronage in the fast-food industry in Thailand and foreign restaurant businesses in India (Somchai et al., 2023; Sharma et al., 2023). Hence, it was hypothesized that:

H_1: *Product localization has a significant effect on patronage of chain restaurants in Calabar.*

Brand Consistency and Customers' Patronage of Chain Restaurants

Brand consistency, as a key component of glocal marketing strategy, refers to the uniformity of brand messaging, identity, values, and customer experience across different markets while allowing for necessary local adaptations to reflect cultural, social, and regional preferences (Swoboda et al., 2019). In the context of international chain restaurants, it involves maintaining a coherent brand identity (such as logos, colours, slogans, and service standards) while adjusting elements like menu offerings, promotional activities, and service practices to suit local tastes and cultural expectations (Keller & Swaminathan, 2022; Johnson & Altinay, 2021). A common illustration is McDonald's, which preserves its global brand image and service quality while adapting menus to local dietary preferences, such as offering vegetarian options in India where such choices are widely preferred (Gbadamosi, 2022). This balance between global uniformity and local responsiveness enhances customer trust, reduces uncertainty, and strengthens brand loyalty, as consumers rely on consistent experiences when interacting with global brands across different locations (Iglesias et al., 2020). Consequently, brand consistency provides international restaurants with a competitive advantage by fostering familiarity, encouraging repeat patronage, and stimulating word-of-mouth referrals, which are essential for sustainable market growth (Brexendorf & Keller, 2019; Cleeren et al., 2020).

Empirical studies further support this position, showing that brand consistency significantly influences customer patronage of global restaurant brands in diverse contexts, including intercontinental quick-service restaurants in Japan and global restaurant brands in Istanbul (Tanaka et al., 2024; Kaya et al., 2022). Hence, it was hypothesized that:

H_2: *Brand consistency has a significant effect on patronage of chain restaurants in Calabar.*

Cultural Sensitivity and Customers' Patronage of Chain Restaurants

Cultural sensitivity, as a glocal marketing strategy, refers to the adaptation of marketing practices, products, and communications to align with the cultural norms, values, and preferences of diverse local markets while maintaining a coherent global identity (Iglesias et al., 2020). It goes beyond surface-level awareness of cultural differences to a deeper understanding of how culture shapes consumer behaviour, beliefs, and purchasing decisions, thereby enabling firms to embed cultural relevance into their strategies and build trust and meaningful connections with local communities (Keller & Swaminathan, 2022). This is particularly critical in culturally diverse contexts where consumer preferences vary significantly across regions, ethnic groups, and social demographics, requiring businesses to tailor offerings in ways that reflect inclusivity and cultural appropriateness (Adamson, 2022). In practice, this involves extensive cultural research, collaboration with local experts, localisation of advertising content, adaptation of product designs, and culturally aligned customer service practices, alongside the development of diverse internal teams to avoid cultural missteps and ensure alignment with local expectations (Cleeren et al., 2020; Tsang & Cheng, 2021). By demonstrating cultural awareness and responsiveness, firms enhance consumer belongingness, strengthen brand loyalty, and improve competitiveness, as culturally sensitive brands are often perceived as more empathetic and socially responsible (Swoboda et al., 2019; Johnson & Altinay, 2021). Empirical studies further support this position, showing that cultural sensitivity significantly enhances customer patronage in sectors such as quick-service restaurants in Kenya and foreign restaurant businesses in India (Mwangi et al., 2024; Sharma et al., 2023), thereby indicating its strong positive association with customer patronage in extant literature. Hence, it was hypothesized that:

H_3: *Cultural sensitivity has a significant effect on patronage of chain restaurants in Calabar.*

Customer Service Localization and Customers' Patronage of Chain Restaurants

Customer service localization is the process through which global brands adapt their customer service strategies to align with the cultural, linguistic, and behavioural preferences of consumers in different local markets (Araujo & Gouveia, 2017). It involves tailoring language, communication styles, and overall service experiences to reflect local values, customs, and social norms, such as providing multilingual support, adjusting tone to suit local etiquette, and aligning service delivery with local holidays and working patterns (Chen & Zhang, 2020). The increasing adoption of this approach is driven by the limitations of centralized, one-size-fits-all customer service systems, which often fail to address diverse consumer expectations across

regions, making localization essential for improving satisfaction and strengthening brand loyalty (Dube & Ma, 2019; Kim & Lee, 2021). With the rise of digital platforms and social media, consumers are also more connected and expressive, increasing pressure on firms to respond quickly and appropriately to local service expectations (Müller & Vollmer, 2020). Accordingly, firms implement localization through local customer service teams or outsourced call centres, supported by technologies such as real-time translation tools and region-specific service applications, while also adapting policies to comply with local laws and consumer protection standards (Möller & Törrönen, 2022; Baloglu & Pekcan, 2018). Empirical evidence suggests that such localization enhances customer patronage by improving satisfaction, trust, and emotional connection with the brand, leading to repeat purchases, positive word-of-mouth, and stronger loyalty (Rodriguez, 2021; Parvez & Rizvi, 2019; Zhang & Li, 2023). Studies further confirm its effectiveness, showing significant positive effects on customer patronage in both the fast-food industry in Thailand and the quick-service restaurant sector in Kenya (Somchai et al., 2023; Mwangi et al., 2024). Hence, it was hypothesized that:

H_4: *Customer service localization has a significant effect on patronage of chain restaurants in Calabar.*

Customers' Trust as a Moderator

Customers' trust refers to the confidence customers have in the integrity, product quality, and consistent ability of firms to meet their needs (Bonn et al., 2016). It is developed through transparent and consistent interactions in which firms demonstrate ethical conduct, fulfil promises, and respond effectively to customer needs (Chen et al., 2017), and it is further strengthened by positive experiences, effective communication, and proactive problem-solving that reduce uncertainty and foster long-term loyalty (Alharbi et al., 2018). Firms that successfully build trust tend to gain competitive advantage, as customers are more likely to repurchase and recommend brands they perceive as reliable and value-aligned, making trust a key determinant of brand equity and reputation (Ghauri et al., 2019; Kim & Peterson, 2020). Consequently, trust has been widely examined as a moderating variable in marketing research due to its ability to shape the strength and direction of relationships between marketing strategies and consumer outcomes such as satisfaction, loyalty, and patronage (Alam et al., 2021; Honora et al., 2023; Bilal et al., 2023; Porral & Levy-Mangin, 2016; Zhou et al., 2018). It functions as a stabilizing factor in consumer behaviour by influencing how satisfaction and perceived value translate into loyalty, as even satisfied customers may not remain loyal without trust due to perceived risk and uncertainty (Rezaei et al., 2021; Liu & Shi, 2019). Moreover, trust reduces perceived risk, enhances credibility, and strengthens long-term commitment, while also buffering the negative effects of service failures by reassuring customers of a firm's intentions and reliability (Huang et al., 2022; Wang et al., 2020). It also moderates responses to marketing communications, as high-trust consumers are more receptive to advertising messages, whereas low trust can lead to skepticism and reduced

persuasive effectiveness, further explaining its central role in marketing research (Xiang et al., 2021; Zhang et al., 2023). Hence, it was hypothesized that:

H_5: *Customers' trust has a significant moderating effect on the relationship between glocal marketing strategies and patronage of chain restaurants in Calabar.*

Theoretical Framework

This study has its theoretical foundation in the transnational theory, propounded by Bartlett and Ghoshal (1989); and commitment-trust theory, propounded by Morgan and Hunt (1994). These theories provide a robust framework for understanding the dynamics of global interconnectedness and strategic partnerships, with the transnational theory emphasizing the balance between global integration and local responsiveness, while the commitment-trust theory underscores the pivotal role of trust in enhancing customers' commitment and loyalty.

The transnational theory (Bartlett & Ghoshal, 1989)

The transnational theory, as proposed by Bartlett and Ghoshal (1989), explains how multinational corporations can simultaneously achieve global efficiency, local responsiveness, and effective knowledge transfer by balancing integration and adaptation across their international operations. Rather than choosing between global standardization and local customization, firms are encouraged to pursue a hybrid strategy that allows subsidiaries a degree of autonomy to adapt products and marketing strategies to local market conditions while maintaining central coordination to ensure efficiency and brand consistency (Birkinshaw & Morrison, 1995). This model also recognizes that innovation and expertise can emerge from any subsidiary within the network, not only the headquarters, thereby emphasising the importance of cross-border knowledge flows and organisational interdependence (Rugman & Verbeke, 2001). Effective implementation therefore requires flexible structures that promote collaboration, decentralization of selected functions, and the continuous sharing of knowledge across units (Johanson & Vahlne, 2009). Empirical studies support these assumptions, showing that subsidiaries contribute significantly to local adaptation and knowledge transfer, and that firms with strong cross-border coordination systems achieve superior global performance (Birkinshaw & Morrison, 1995; Rugman & Verbeke, 2001). In relation to the present study, the theory is relevant in explaining how firms such as chain restaurants can maintain global brand identity while adapting products and promotional strategies to local tastes, ensuring both brand consistency and cultural sensitivity, which together enhance customer satisfaction, patronage, and market success in diverse contexts such as Nigeria.

Commitment-Trust Theory (Morgan & Hunt, 1994)

The commitment-trust theory, developed by Morgan and Hunt (1994), is a foundational framework in relationship marketing that posits trust and commitment as central determinants of successful relational exchanges between parties. Trust reflects confidence in a partner's

reliability and integrity, while commitment denotes a lasting desire to maintain a valued relationship; together, these constructs underpin cooperative behaviour, reduce uncertainty, discourage opportunism, and promote relational stability and mutual benefit (Morgan & Hunt, 1994). The theory further emphasises their interdependence, whereby trust strengthens commitment and commitment, in turn, reinforces trust, creating a reinforcing cycle that sustains long-term relational engagement and shared value creation. Empirical studies have consistently supported these assumptions across different contexts, including digital marketing, where trust and commitment significantly influence purchase intentions on social media platforms (Chen et al., 2022), and social media engagement studies that highlight their importance in effective consumer relationship management (Rashidi-Sabet & Bolton, 2024). Similarly, in the telecommunications sector, trust and conflict handling have been shown to enhance customer satisfaction and retention through the mediating role of relational quality (Mahmoud et al., 2018), while in healthcare settings, both constructs have been found to influence internal marketing effectiveness beyond external customer relationships (Ng et al., 2016). In the context of this study, the theory is particularly relevant as it underscores trust as a critical mechanism through which relational exchanges between firms and consumers are strengthened; applied to glocal marketing strategies in chain restaurants, it suggests that culturally responsive and locally adapted practices build consumer trust, thereby enhancing commitment, patronage, and loyalty. It also provides a conceptual basis for examining how trust shapes consumer perceptions and responsiveness to marketing strategies, particularly in competitive markets such as Nigeria, where authenticity and cultural alignment significantly influence consumer behaviour.

Review of Empirical Studies and Conceptual Framework

The review of empirical studies shows a clear pattern that glocal marketing strategies have a strong and positive influence on customer patronage across different countries and sectors. Empirical evidence consistently demonstrates that key dimensions such as product localization, customer service adaptation, cultural sensitivity, and brand consistency significantly improve customer attraction, satisfaction, and repeat patronage (Somchai et al., 2023; Sharma et al., 2023; Tanaka et al., 2024; Mwangi et al., 2024; Kaya et al., 2022). At the same time, conceptual and case-based studies support this position by arguing that firms that effectively balance global standardization with local responsiveness achieve better market acceptance and competitive advantage (Grigorescu & Zaif, 2017; Crawford et al., 2015; Duarte et al., 2019; Duca, 2021; Ather et al., 2024). However, there are variations in findings, as some studies emphasize cultural sensitivity and product localization as the most dominant drivers (Sharma et al., 2023; Mwangi et al., 2024; Kaya et al., 2022), while others highlight promotion, pricing, or technology adaptation depending on context (Lee & Sezen, 2022; Tanaka et al., 2024). In parallel, studies on customer trust show that it plays a significant moderating role in strengthening relationships between marketing activities and customer outcomes such as loyalty, engagement, and behavioural intention (Alam et al., 2021; Bilal et

al., 2023; Porral & Levy-Mangin, 2016; Zhou et al., 2018; Bonn et al., 2016). Despite these insights, an important gap remains. Many glocal marketing studies are either conceptual or context-specific and do not establish clear causal relationships in developing economies, particularly Nigeria (Kolmakova, 2017; Deliceırmak, 2022; Erdoğan, 2023; Ihentuge, 2017). Also, many trust-related studies are largely disconnected from glocal marketing frameworks and the restaurant industry in Nigeria (Honora et al., 2023; Bilal et al., 2023; Zhou et al., 2018; Bonn et al., 2016). Therefore, there is limited empirical evidence integrating glocal marketing strategies with customer patronage while simultaneously examining the moderating role of customer trust, especially within the context of chain restaurants in Nigeria.

TABLE 1
Empirical review on glocal marketing, customer patronage, and moderating role of customer trust

Author(s) & Year	Context / Country	Aim of Study	Methodology	Key Variables	Key Findings
Grigorescu & Zaif (2017)	Global brands	Examine glocalization in marketing strategy	Literature review	Glocalization, brand equity, sales	Glocalization enhances brand equity and growth
Kolmakova (2017)	Turkey (McDonald's)	Assess glocal strategy adaptation	Survey (n=100); descriptive stats	Product localization, customer satisfaction	Local adaptation improved performance and patronage
Crawford et al. (2015)	Multi-country (McDonald's)	Analyse glocal strategy dimensions	Comparative analysis	Menu, promotion, service, localization	Successful blend of global and local strategies
Duarte et al. (2019)	Brazil (Telefónica)	Examine glocal strategy and innovation	Case study; interviews	Glocal strategy, innovation	Local autonomy enhances adaptation and performance
Deliceırmak (2022)	Turkey (Coca-Cola, McDonald's)	Analyse glocal marketing communication	Secondary data; semiotic analysis	Marketing communication	Localized messaging improves relevance
Lee & Sezen (2022)	Türkiye	Effect of glocal strategies on preference	Survey (n=401); regression	Cultural sensitivity, promotion, price	Significant positive effects on preference
Duca (2021)	Global (Nintendo, PlayStation)	Compare glocal strategies	Mixed method	Standardization, adaptation	Cultural adaptation influences positioning
Ihentuge (2017)	Nigeria (Nollywood)	Examine glocal marketing integration	Mixed methods	Glocal marketing	Need for structured glocal strategy
Erdoğan (2023)	Türkiye	Analyse glocal advertising	Semiotic analysis	Advertising localization	Cultural symbols enhance brand relevance

Author(s) & Year	Context / Country	Aim of Study	Methodology	Key Variables	Key Findings
Ather et al. (2024)	Pakistan	Glocalization and growth	Literature review	Glocalization, growth	Enhances innovation and competitiveness
Somchai et al. (2023)	Thailand (fast food)	Glocal strategies and patronage	Survey (n=307); regression	Localization, brand consistency	Significant positive effect on patronage
Sharma et al. (2023)	India (restaurants)	Glocal strategies and patronage	Survey (n=312); regression	Localization, cultural sensitivity	Strong positive influence on patronage
Tanaka et al. (2024)	Japan (QSR)	Glocal strategies and patronage	Survey (n=257); SEM	Localization, tech adaptation	Positive effects on patronage
Mwangi et al. (2024)	Kenya (QSR)	Glocal marketing and patronage	Survey (n=295); regression	Localization, influencer, pricing	Positive impact on patronage
Kaya et al. (2022)	Türkiye (restaurants)	Glocal marketing and patronage	Survey (n=268); SEM	Localization, cultural sensitivity	Significant positive effects
Alam et al. (2021)	Bangladesh (banking)	CRM and loyalty with trust moderation	Survey (n=350); SEM	CRM, trust, loyalty	Trust moderates some relationships
Honora et al. (2023)	Indonesia	Complaint handling and engagement	Survey (n=320); SEM	Trust, engagement	Trust moderates relationship
Bilal et al. (2023)	Namibia	Social media and loyalty	Survey (n=370); SEM	SMM, trust, loyalty	Trust strengthens engagement
Porral & Levy-Mangin (2016)	Spain	Trust and loyalty	Survey (n=445); SEM	Trust, loyalty	Trust strengthens purchase intention
Zhou et al. (2018)	China	E-finance continuance	Survey (n=293); PLS-SEM	Trust, satisfaction	Trust moderates continuance intention
Bonn et al. (2016)	USA	Sustainability and behaviour	Survey (n=471); regression	Trust, behaviour	Trust strengthens behavioural intention

Source: Literature review

On the basis of existing research gaps in literature, our present study examined the moderating role of customers' trust on the relationship between glocal marketing strategies and patronage of chain restaurants. It sought to establish the causality between glocal marketing strategies and patronage of chain restaurants as well as the moderating role of customers' trust on that relationship. To facilitate effective examination of the relationship among these variables, relevant scholarly studies were reviewed to identify viable measures and parameters for them. For the independent variable, 'glocal marketing strategies', four dimensions were adopted from extant studies: product localization, brand consistency, cultural sensitivity and customer service localization (Somchai et al., 2023; Sharma et al., 2023; Mwangi et al., 2024). The moderating variable 'customers' trust' was measured using parameters (food nutritional value, hygiene standards, reliable service delivery, authentic local adaptation, and respect for local culture) adapted from Lee and Back (2022); Li et al. (2022); and Siegrist et al. (2017). For the dependent variable, 'customers' patronage', three dimensions were also adapted from a relevant extant study: customer preference, regular patronage, and repeat patronage intention (Anyasor & Njelita, 2020). Having established and operationally defined the dimensions of

the study's variables, it was hypothetically proposed that customers' trust has some sort of moderating effect on the relationship between glocal marketing strategies and patronage of chain restaurants. This assumption was subjected to empirical verification through hypothesis testing in the course of the study. To this end, the conceptual model (see FIG. 1) was developed to portray the hypothesized relationship among the study's variables in order to facilitate empirical testing.

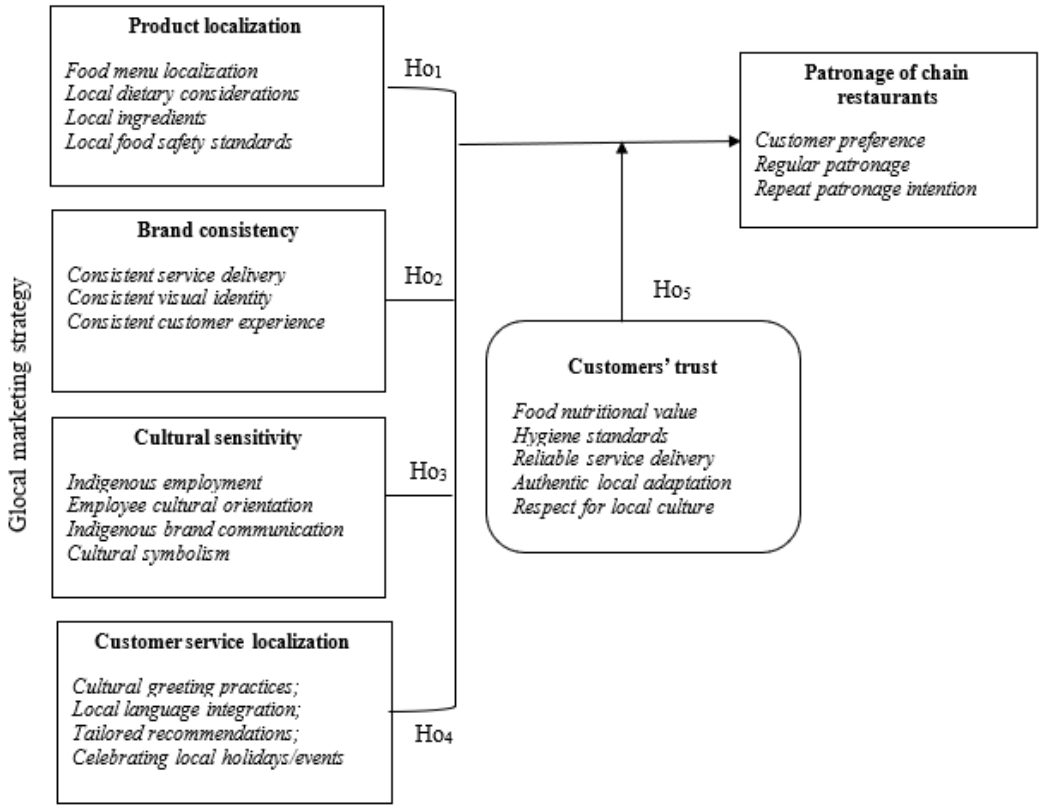


FIG. 1: Conceptual model of the study

Source: Parameters of independent variables adapted from Somchai et al. (2023); Sharma et al. (2023); Mwangi et al. (2024). Parameters of dependent variable adapted from Anyasor and Njelita (2020). Parameters of moderating variable adapted from Lee and Back (2022); Li et al. (2022); Siegrist et al. (2017)

MATERIALS AND METHODS

Research Design

This study adopted a cross-sectional survey research design to guide its investigation. This design was considered suitable for the study because it allows for the collection of data from a diverse group of respondents at a single point in time, providing a snapshot of how customers' trust moderates the relationship between glocal marketing strategies and customers' patronage of chain restaurants in the present time.

Population and Sample

The target population of this study comprised all customers of chain restaurants in Calabar, Cross River State. We chose to target customers, rather than insiders like employees or managers due to concerns around the objectivity of respondents, as well as the fact that customers are best positioned to provide data on the outcomes of the glocal marketing campaigns of chain restaurants. However, the exact numerical size of this population was unknown, because information regarding the customers of chain restaurants in Calabar is not publicly available. In such a situation, a statistical estimation technique such as the Topman sample size procedure was applied to arrive at a definitive sample size for the study. This ensured that the study could determine a statistically robust and representative sample size despite the unavailability of precise population data. By leveraging the Topman sample size procedure, the study accounted for variability and ensured adequate representation across diverse customer segments in Calabar, Cross River State. The Topman formula states thus:

$$n = \frac{Z^2Pq}{e^2}$$

Where
- n: Sample size required
- Z: Tabular statistical unit (1.96)
- P: Probability of positive response (0.46)
- q: Probability of negative response (0.54)
- e: Margin of error (5 percent)

We conducted a pilot survey by interviewing a random selection of 50 individuals around Marian Road, Calabar, where most restaurants, including the two chain restaurants in the town are located. These individuals were asked to identify whether or not they were regular customers of chain restaurants in Calabar. Out of the 50 respondents interviewed, 23 representing 46 percent said that they regularly patronized chain restaurants in Calabar, while 27 respondents representing 54 percent said that they preferred patronizing local restaurants. From the results of the pilot survey above, it can be seen that the probability of positive responses (P) was 0.46, while the probability of negative responses (q) was 0.54. By simple substitution, the Topman formula was applied thus:

$$n = \frac{1.96^2 (0.46 \times 0.54)}{0.05^2}$$

$$= \frac{3.8416 (0.2484)}{0.0025}$$

$$= \frac{0.9543}{0.0025} = 381.72$$

n = 382 customers of chain restaurants approximately

Sampling Techniques

Purposive sampling technique was adopted to recruit respondents for the questionnaire survey. This sampling technique involves deliberately selecting individuals who possess specific

characteristics or knowledge relevant to the research objectives, thereby ensuring the collection of rich, targeted data from those most capable of providing meaningful insights. This was achieved by establishing the following criteria, which respondents had to meet to be included in the survey: (i) must have been patronizing chain restaurants on a regular basis; and (ii) must be knowledgeable of the difference between chain restaurants and non-chain restaurants. To ensure respondents met these criteria, they were asked relevant questions bordering on these criteria and only those who satisfied them were included in the survey. This was done to ensure that respondents who actually participated in the survey were knowledgeable and experienced enough to offer relevant opinions regarding the marketing activities of chain restaurants. For the sake of equity, 191 respondents were selected each from Domino's Pizza and Cold Stone Creamery, Calabar, resulting in a total of 382 respondents.

Data Collection, Instrument Validity and Reliability

The study relied on primary data for its analysis and investigation. To obtain this data, a structured questionnaire was administered to customers of chain restaurants in Calabar, Cross River State. The questionnaire adopted a 5-Point Likert scale to measure responses obtained from respondents. This scale comprised the following points: Strong Agree (SA = 5 points), Agree (A = 4 points), Undecided (U = 3 points), Disagree (D = 2 points) and Strongly Disagree (SD = 1 point). Subsequently, both face and content validity methods were employed to establish the validity of the research instrument. Whereas prior to field administration of the questionnaire, reliability was confirmed using Cronbach's alpha reliability method. The Cronbach's alpha method was applied through a pilot survey of randomly selected respondents.

A pilot survey was conducted with 50 customers of a non-chain restaurant in Calabar (Alyce Ice) to test the reliability of the research instrument without influencing responses in the main survey. Alyce Ice was selected because it operates a structured quick-service restaurant model that closely mirrors key characteristics of chain restaurants in terms of menu variety, customer service processes, pricing approach, and dine-in/takeaway service format. Although it is independently owned, its customer experience environment and service delivery style are comparable to those of chain restaurants operating within Calabar. This similarity made it suitable for pre-testing the questionnaire, as it allowed respondents to reflect experiences relevant to casual dining and quick-service restaurant settings without introducing bias from actual chain restaurant brands included in the main study. Using a non-chain but operationally comparable restaurant helped ensure that measurement items were tested under realistic conditions while preserving the integrity and independence of the final sample.

The pilot data obtained were coded, and entered into the SPSS software for reliability testing. The rule of thumb is that an instrument is reliable if all its scales generate Cronbach's alpha coefficients not less than 0.7 (Ursachi *et al.*, 2015; Sharma, 2016). From the results of the reliability test (see TABLE 2), the questionnaire was accepted as reliable, since all its measurement scales had Cronbach's alpha coefficients not less than the threshold of 0.7.

TABLE 2
Reliability test results

SN	Scale	No. of item	Cronbach's alpha
1	Product localization	4	.705
2	Brand consistency	3	.777
3	Cultural sensitivity	4	.840
4	Customer service localization	4	.821
5	Customers' trust	5	.725
6	Patronage of chain restaurants	3	.892
		23	

Source: Researchers' analysis via SPSS 2025

Data Analysis Techniques

Descriptive statistics were used to analyze and interpret primary data obtained from respondents after the questionnaire survey. The hypotheses of the study were tested using multiple regression and hierarchical regression with the aid of Process Macro in the Statistical Package for the Social Sciences (SPSS 25). Multiple regression was used to examine the causality between the variables of glocal marketing strategies and patronage of chain restaurants. Whereas, hierarchical regression was used to test for the moderating role of customers' trust on the relationship between glocal marketing strategies and patronage of chain restaurants. The regression model for this study is stated as follows, indicating the role of the moderator in the relationship between the predictor and outcome variables:

Step 1: Base model (main effects)

Showing the main predictor variables' direct effects on the dependent variable (Y):

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$$

Step 2: Add the moderator (independent effect)

Include the moderating variable (M) to examine its direct contribution:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5M + e$$

Step 3: Add key interaction terms (moderation effect)

Include the interaction term(s) between the moderator (M) and one or more key predictor variables (X_1, X_2, …) to test for moderation:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5M + \beta_6 (X_k . M) + e$$

Where:

Y: Dependent variable (patronage of chain restaurants)

X_1, X_2, X_3, X_4: Predictor variables (product localization, brand consistency, cultural sensitivity and customer service localization)

M: Moderating variable (customers' trust)

X_k . M: Interaction terms for the key predictor (X_k) and the moderator (M)

a: Constant (intercept)

β_1, β_2, β_3, β_4: Coefficients of the predictors

β_5: Coefficient of the moderator

β_6: Coefficient of the interaction term
e: Error margin (5 percent)

ANALYSIS AND FINDINGS

A total of 382 questionnaire copies were administered to customers of chain restaurants in Calabar during the survey exercise. Of these, 365 were duly completed and deemed suitable for analysis, representing a response rate of 95.5 percent. The remaining 17 questionnaire copies, accounting for 4.5 percent of the total, were either not returned or rendered invalid. Consequently, the present analysis is based on the responses obtained from 365 participants, constituting 95.5 percent of the targeted sample size. With this data, the null hypotheses developed for the study were tested thus:

Hypothesis one:

Ho: Product localization has no significant effect on patronage of chain restaurants in Calabar.

Hypothesis two:

Ho: Brand consistency has no significant effect on patronage of chain restaurants in Calabar.

Hypothesis three:

Ho: Cultural sensitivity has no significant effect on patronage of chain restaurants in Calabar.

Hypothesis four:

Ho: Customer service localization has no significant effect on patronage of chain restaurants in Calabar.

Predictor variables: Product localization, brand consistency, cultural sensitivity, and customer service localization

Outcome variable: Patronage of chain restaurants

Decision rule: If the p-value is less than 0.05, reject the null hypothesis; otherwise, accept it.

TABLE 3

Model summary of the effect of glocal marketing strategies on the patronage of chain restaurants in Calabar.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598[a]	.357	.350	.46344

a. Predictors: (Constant), Product localization, brand consistency, cultural sensitivity, and customer service localization

b. Dependent Variable: Patronage of chain restaurants

Source: Researchers' analysis via SPSS 2025

TABLE 4
Analysis of variance (ANOVA) of the effect of glocal marketing strategies on the patronage of chain restaurants in Calabar

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.964	4	10.741	50.010	.000[b]
	Residual	77.319	360	.215		
	Total	120.283	364			

a. Dependent Variable: Patronage of chain restaurants
b. Predictors: (Constant), Product localization, brand consistency, cultural sensitivity, and customer service localization
Source: Researchers' analysis via SPSS 2025

TABLE 5
Coefficients of the effect of glocal marketing strategies on the patronage of chain restaurants in Calabar

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.721	.198		13.767	.000
	Product localization	.308	.051	.328	6.029	.000
	Brand consistency	.177	.038	.229	4.617	.000
	Cultural sensitivity	.117	.040	.157	2.906	.004
	Customer service localization	.245	.035	.340	7.074	.000

a. Dependent Variable: Patronage of chain restaurants
Source: Researchers' analysis via SPSS 2025

Tables 3, 4, and 5 present the multiple regression analysis results of the effect of glocal marketing strategies on the patronage of chain restaurants in Calabar. Table 3 reveals the correlation coefficient (R) as 0.598, indicating a moderate to strong positive linear relationship between glocal marketing strategies (product localization, brand consistency, cultural sensitivity, and customer service localization) and the patronage of chain restaurants. The R^2 value of 0.357 implies that approximately 35.7 percent of the variance in the patronage of chain restaurants is explained by the combined influence of the four predictor variables. This shows that glocal marketing strategies significantly contribute to predicting patronage levels in chain restaurants. The adjusted R^2 (0.350) slightly refines this estimate by accounting for the number of predictors, affirming the model's robustness and practical explanatory power.
In Table 4, the F-statistic (50.010) and its associated p-value (0.000) indicate that the overall regression model is statistically significant, meaning at least one of the predictor variables reliably predicts the patronage of chain restaurants. Table 5 provides deeper insights: all four predictors have positive standardized beta coefficients, suggesting each has a positive effect

on patronage. Customer service localization has the highest standardized beta (β = 0.340), followed closely by product localization (β = 0.328), then brand consistency (β = 0.229), and finally cultural sensitivity (β = 0.157). All predictors are statistically significant ($p < 0.05$), with t-values well above the critical threshold. Based on the decision criterion, null hypotheses 1, 2, 3 and 4 are rejected, confirming that each dimension of the glocal marketing strategies (product localization, brand consistency, cultural sensitivity, and customer service localization) has a significant and positive effect on the patronage of chain restaurants in Calabar.

Hypothesis five:

Ho: Customers' trust has no significant moderating effect on the relationship between glocal marketing strategies and patronage of chain restaurants in Calabar.

Independent variable: Glocal marketing strategies (GM)

Dependent variable: Patronage of chain restaurants (PAT)

Moderating variable: Customers' trust (CT)

Test statistic: Hierarchical regression via SPSS Process Macro

Decision criteria: Accept the alternative hypothesis if (P < .05) and reject the null hypothesis, if otherwise.

TABLE 6

Coefficients of the moderating role of customers' trust on glocal marketing strategies and the patronage of chain restaurants in Calabar

R	R-square	MSE	F	df1	df2	P
.4157	.3997	.3000	13.3238	3.0000	361.0000	.0000

Source: Researchers' analysis via SPSS Process Macro 2025

TABLE 7

Model showing main effects and interaction

	Coefficients	SE	T	P	LLCI	ULCI
Constant	14.0505	1.3825	5.9299	.0000	6.7692	8.3318
GM	7.0168	.4294	4.6971	.0000	3.1724	2.8612
CT	6.4906	.4625	5.3854	.0000	3.5811	3.4001
Int_1	3.6951	.1398	4.9709	.0000	.9700	1.4201

Product terms key: Int_1: GM x CT

Source: Researchers' analysis via SPSS Process Macro 2025

TABLE 8

Test(s) of highest order unconditional interaction(s)

	R^2-change	F	df1	df2	P
X*W	.2616	24.7094	1.0000	361.0000	.0000

Focal predict: GM (X)

Mod var: CT (W)
Source: Researchers' analysis via SPSS Process Macro 2025

TABLE 9
Conditional effects of the focal predictor at values of the moderator(s)

CT Level	Effect (B)	SE	T	P	LLCI	ULCI
2.4000 (Low CT)	.3487	.1150	4.0326	.0000	.1226	.5748
3.2000 (Medium CT)	.5074	.1289	3.6292	.0000	.3625	.4523
3.8000 (High CT)	.8244	.1619	6.7340	.0000	.8838	.7650

Source: Researchers' analysis via SPSS Process Macro 2025

The hierarchical regression analysis conducted to assess whether customers' trust (CT) moderates the relationship between glocal marketing strategies (GM) and patronage of chain restaurants (PAT) in Calabar reveals a statistically significant and positive moderating effect. Table 6 shows a model R of .4157 and an R-square of .3997, indicating that approximately 40 percent of the variance in the patronage of chain restaurants is explained by the model, which includes GM, CT, and their interaction. The F-statistic (13.3238, $p < .05$) confirms the overall model significance. In Table 7, the coefficients for GM (7.0168, $p < .05$), CT (6.4906, $p < .05$), and their interaction term (Int_1 = 3.6951, $p < .05$) are all positive and statistically significant, suggesting that as both GM and CT increase, patronage of chain restaurants also increases. As such, the significant interaction term confirms a moderating effect.
Table 8 reinforces this, with a significant R^2-change of .2616 (or 26.16 percent) ($F = 24.7094$, $p < .05$), showing that the interaction between GM and CT significantly improves the model's explanatory power. Table 9 breaks down the conditional effects of GM at different levels of CT: the effect is positive and significant across all levels, but it increases as CT increases: from B = .3487 at low CT to B = .8244 at high CT. This indicates a strong and strengthening moderating effect. Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (HA) is accepted. In summary, the results show that customers' trust significantly and positively moderates the relationship between glocal marketing strategies and the restaurant patronage in Calabar, with higher levels of trust amplifying the positive effects of such strategies on customer patronage.

Discussion of Findings

Product Localization and Patronage of Chain Restaurants

The test of hypothesis one revealed that product localization had a significant positive effect on the patronage of chain restaurants in Calabar. This finding is backed by the study of Somchai et al. (2023), which revealed that product localization had a significant positive effect on customer patronage in the fast-food industry of Thailand. The finding is also supported by the study of Sharma et al. (2023), which revealed that product localization had a significant positive influence on customer patronage of foreign restaurant businesses in India. This

finding underscores the importance of aligning menu offerings and product features with local tastes, preferences, and cultural expectations, as it demonstrates that product localization significantly enhances customer patronage of chain restaurants in Calabar. By establishing a strong positive relationship between localization and consumer behaviour, the result highlights how adapting products to reflect indigenous culinary norms and values resonates with Nigerian customers, thereby influencing their dining choices and loyalty to foreign restaurant brands operating within the country. This entails that Nigerian customer are more inclined to patronize chain restaurants that incorporate familiar local flavours, ingredients, and cultural elements into their offerings, indicating a clear preference for products that reflect their culinary identity and socio-cultural context.

Brand Consistency and Patronage of Chain Restaurants

The test of hypothesis two revealed that brand consistency had a significant positive effect on the patronage of chain restaurants in Calabar. This finding is backed by the study of Tanaka et al. (2024), which revealed that brand consistency had a significant positive influence on customer patronage of intercontinental quick-service restaurants in Japan. The finding is also backed by the study of Kaya et al. (2022), which revealed that brand consistency had a significant positive effect on customer patronage of global restaurant brands in Istanbul. This finding underscores the critical role of brand consistency in driving customer patronage of foreign chain restaurants operating in Nigeria, particularly in Calabar. It highlights that maintaining a uniform brand image, quality, and service experience across locations resonates positively with consumers, fostering trust, familiarity, and loyalty. In the Nigerian context, where global and local influences intersect, consistent branding serves as a key determinant of consumer choice, reinforcing the perception of reliability and standardization that customers associate with international chains. This entails that Nigerian consumer respond favourably to foreign chain restaurants that uphold a consistent brand identity, as it assures them of a predictable and reliable dining experience. It indicates that uniformity in branding elements (such as product quality, service standards, and visual presentation) plays a pivotal role in influencing their decision to patronize these establishments.

Cultural Sensitivity and Patronage of Chain Restaurants

The test of hypothesis three revealed that cultural sensitivity had a significant positive effect on the patronage of chain restaurants in Calabar. This finding is backed by the study of Mwangi et al. (2024), which revealed that cultural sensitivity had a strong positive effect on customer patronage of quick-service restaurants in Kenya. The finding also finds support in the study of Sharma et al. (2023), which revealed that cultural sensitivity had a significant positive influence on customer patronage of foreign restaurant businesses in India. This finding underscores the crucial role of cultural sensitivity in driving customer patronage for foreign chain restaurants operating in Nigeria, particularly in Calabar. It highlights that consumer are more likely to engage with and support restaurant brands that acknowledge,

respect, and incorporate local cultural values, preferences, and practices into their operations. The significant positive effect suggests that cultural alignment is not merely a supplementary factor but a fundamental determinant of consumer behaviour in this context. This entails that Nigerian consumer are more inclined to patronize foreign chain restaurants that reflect their cultural identity, indicating that cultural resonance fosters a stronger emotional connection and trust between the consumer and the brand, thereby enhancing repeat patronage and customer loyalty.

Customer service localization and patronage of chain restaurants

The test of hypothesis four revealed that customer service localization had a significant positive effect on the patronage of chain restaurants in Calabar. This finding is backed by the study of Somchai et al. (2023), which revealed that customer service localization had a significant positive effect on customer patronage in the fast-food industry of Thailand. The finding is also backed by the study of Mwangi et al. (2024), which revealed that customer service localization had a strong positive effect on customer patronage in the quick-service chain restaurant industry in Kenya. This finding underscores the critical role of customer service localization in enhancing the patronage of foreign chain restaurants operating in Nigeria, as it demonstrates that adapting service delivery to align with local cultural expectations and communication styles significantly influences consumer behaviour. By evidencing a positive relationship between tailored customer service approaches and increased customer engagement in Calabar, the result highlights the importance of cultural sensitivity and contextual awareness in service interactions within the Nigerian market. This entails that foreign chain restaurants that localize their customer service are more likely to attract and retain Nigerian customers.

Moderating Role of Customers' Trust on Glocal Marketing and Patronage

The test of hypothesis five revealed that customers' trust had a significant positive moderating effect on the relationship between glocal marketing strategies and the patronage of chain restaurants in Calabar. This finding is backed by those of previous studies in which customers' trust was confirmed as a significant moderator in causal relationships between and among marketing variables. For instance, in the study by Alam et al. (2021), customer trust was found to have a significant moderating effect on the relationship between customer relationship management and customer loyalty towards commercial banks in Bangladesh. In another study by Bilal et al. (2023), it was found that customer trust significantly moderated the relationship between social media marketing and customer loyalty in Namibia. This finding underscores the crucial role of customers' trust in enhancing the effectiveness of glocal marketing strategies on the patronage of foreign chain restaurants operating in Nigeria, particularly in Calabar. It indicates that when customers trust a brand, the integration of global standards with local cultural relevance becomes significantly more impactful in influencing their decision to

patronize such establishments. This is because trust acts as a reinforcing mechanism, strengthening the link between tailored marketing approaches and actual consumer behaviour, thereby highlighting its importance in the successful implementation of glocal strategies within the Nigerian context.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This study examined the relationship between glocal marketing strategies and patronage of chain restaurants in Calabar, Cross River State, with a particular focus on the moderating role of customers' trust. The study was necessitated by the widespread application of ethnocentric marketing strategies among foreign businesses in Nigeria, which often leads to poor market penetration due to cultural disconnects. Specifically, the research sought to determine the effects of product localization, brand consistency, cultural sensitivity, and customer service localization on customer patronage, and to determine whether customers' trust strengthens these relationships. The study adopted a cross-sectional survey design using a structured questionnaire to collect primary data from customers of Cold Stone Creamery and Domino's Pizza in Calabar. The data were analyzed using multiple and hierarchical regression techniques. The findings revealed that all four dimensions of glocal marketing strategies (product localization, brand consistency, cultural sensitivity, and customer service localization) had significant positive effects on the patronage of chain restaurants in Calabar. Importantly, the findings also revealed that customers' trust significantly moderated this relationship, amplifying the effectiveness of these glocal marketing strategies on the patronage of chain restaurants. These outcomes underscore the critical importance of aligning global marketing practices with local cultural contexts and the indispensable role of trust in driving customer patronage and loyalty. In conclusion, the study affirms that glocal marketing strategies (when combined with high levels of customer trust) can significantly enhance the patronage of foreign chain restaurants in culturally dynamic environments like Nigeria.

Recommendations

Based on the findings of this study, the following recommendations are suggested for managers of chain restaurants in Nigeria:

1. Managers of chain restaurants should implement product localization initiatives such as food menu adaptation, incorporation of local dietary preferences and ingredients, and adherence to local food safety standards to align offerings with the cultural and nutritional expectations of Nigerian customers. In Nigeria, this approach will enhance customer patronage by increasing relevance, trust, and satisfaction among consumers who value familiar tastes, culturally appropriate meals, and safe food handling practices.
2. Managers of chain restaurants should implement brand consistency initiatives such as consistent service delivery, visual identity, and customer experience to build trust,

reinforce brand recognition, and foster customer loyalty across all outlets. This will specifically enhance customer patronage of chain restaurants in Nigeria by creating a reliable and familiar dining experience that meets customer expectations regardless of location, thereby encouraging repeat visits and positive word-of-mouth.

3. It is critical for managers of chain restaurants to implement cultural sensitivity initiatives such as indigenous employment, employee cultural orientation, indigenous brand communication, and cultural symbolism to align their services and brand identity with local cultural values and expectations. This will enhance customer patronage of chain restaurants in Nigeria by fostering a sense of inclusion, cultural relevance, and trust, which strengthens emotional connection and loyalty among local consumers.
4. There is need for managers of chain restaurants to adopt customer service localization initiatives (such as incorporating cultural greeting practices, local language integration, tailored recommendations, and celebrating local holidays/events) to create a more relatable and culturally resonant dining experience for Nigerian customers. This approach will enhance customer patronage of chain restaurants in Nigeria by fostering emotional connection, cultural inclusivity, and loyalty among diverse local consumers.
5. Managers of chain restaurants need to prioritize trust-building initiatives such as ensuring food nutritional value, strict hygiene standards, reliable service delivery, authentic local adaptation, and respect for local culture as integral components of their glocal marketing campaigns to foster deeper customer connection and loyalty. This approach will specifically enhance glocal marketing campaigns and customer patronage of chain restaurants in Nigeria by aligning global brand standards with local expectations, thereby increasing customer trust, satisfaction, and loyalty.

Contribution to Knowledge

This study contributes to knowledge by definitively confirming that glocal marketing strategies (such as product localization, brand consistency, cultural sensitivity and customer service localization) can significantly enhance the patronage of chain restaurants in the Nigerian context. Prior to this study, it was observed that extant relevant Nigerian studies failed to establish how specific glocal marketing strategies influence customer patronage in the context of chain restaurants. This study therefore bridged this gap by demonstrating that aligning global marketing approaches with local customers' preferences meaningfully can drive increased customer patronage in Nigeria's chain restaurant sector. Similarly, the study contributes to theoretical knowledge. It confirms the relevance of the transnational theory by demonstrating that both global integration and local responsiveness (core tenets of the theory) are vital for customer patronage in chain restaurants. The significant effects of product localization, cultural sensitivity and customer service localization affirm the importance of adapting offerings to local cultural preferences. Simultaneously, the positive effect of brand

consistency underscores the need for maintaining a unified global identity. These findings validate the theory's proposition that transnational strategies can enhance business performance in diverse local markets. Additionally, this study reinforces the commitment-trust theory by demonstrating that customer trust significantly strengthens the effectiveness of glocal marketing strategies in driving patronage.

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