

**Consumers' Purchase Intentions towards Global Brands:
Psychological Underpinnings**

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Abstract

This study empirically investigates the psychological mechanism underlying consumers' choice of foreign and local brands among the consumers of Pakistan. The current study is an attempt to find the answer that why consumers prefer foreign/global brands over local brands? The study hypothesizes that the proposed combination of psychological processes categorizes the consumer's choice between global and local brand. Data was collected from 160 respondents belonging to diverse fields of life following convenience sampling technique. Logistic regression test was applied to predict the relative importance of various variables in determining the consumers' purchase intentions towards particular brand. The results of current study showed that life satisfaction and emotional value are the most critical success factors behind global brand choice whereas ethnocentrism and brand loyalty predict local brands preferences. This study will provide global strategic minds, an insight to grasp the impulse of potential international consumers. It also finds why global brands are considered a significant part of the strategic marketing plan for increase in sales. This study uses unique combination of psychological factors in determining the global brand choices applying logistic regression model to predict the group membership of consumers based on brand preferences across various determinants.

Keywords: Purchase Intention, Loyalty, Ethnocentrism, Brand Consciousness, Emotional Value, Perceived Quality

Enjoying an upbeat globalization trend, the international businesses are getting more interested in economies which are growing in terms of consumers' consumption patterns and preferences, especially that of developing countries because consumers in these countries are progressing towards better standards of living and lifestyle and showing a desire to consume global brands (Bhardwaj, Park & Kim, 2011). One way of growing and getting successful in these markets is to introduce well known brand that may build trust upon the company (Hellmann, 2010). Now- a-days, people are becoming highly brand conscious, particularly of global brands. Therefore, the degree of brand consciousness towards foreign brands can be associated with modern lifestyle, western culture, easy access to a number of foreign products, and better education and higher disposable income (GEMS, 2008, as cited in Bhardwaj et al, 2011).

In the same way, increased media socialization has made the consumers more aware of the choices available to them. Mere prices are not of much concern to the consumers rather they are looking for some other stimuli of consumption such as increased value or uniqueness, from the use of a product. The perception of buyers for value represents a trade off between quality and benefits, while purchasing, and paying the price for a product (Oh, 2000). As a result organizations have to face immense competition from local as well as from international sellers. When we talk about global market, global branding indeed has attained a fascinating position in both marketing journals and in retail industry (Lysonski, 2014; Guo, 2013). The reason is the significant role that global brands have played in global acculturation by attracting consumers who wish to emulate western lifestyle. This acculturation has shifted the marketers' focus towards consumers, with local trends and tastes advocating only a part of the picture (Annual Global Luxury Study, 2014). On the other hand, consumers are searching for brands that can quench their thirst of becoming a part of global community. As cultures are becoming diffused (Craig & Douglas, 2006), consumers actively compare and select between global and local brands while considering various factors such as quality, features, need satisfaction and style.

The extent to which a brand is perceived as global seems to have a favourable influence on consumer's brand preferences (Lysonski, 2014). Many researchers have examined issues related to the appearance of consumers who prefer the global over local brands (Keillor, D'Amico & Horton, 2001). But what induces consumers to like and prefer global brands? In an attempt to find the answer a number of researches have investigated consumers' behavior toward global brands. Kumar, Lee & Kim (2009) compared the local and global brand preferences on the basis of consumer's characteristics and brand specific variables such as need for uniqueness, attitude towards foreign products, perceived quality and emotional value. They determine purchase intention among Indian consumers with special reference to US brand- Levi's and found U.S apparel brand more preferred as compared to Indian brand. Lysonski (2014), too, found consumers' positive attitude towards American and Global brands in response to life satisfaction, self-monitoring, social demonstration effect, brand relevance, change seeking behaviour, interacted and non-interacted group reference group. However, there is little evidence addressing the phenomenon of choice between global versus local brand in response to different psychological factors.

The current study is aimed at empirically investigating the psychological mechanism underlying consumers' choice of local and global brands among the consumers of Pakistan from the perspective of prestige consumption. It examines the unique combination of processes that help in shaping the consumer intentions to buy global versus local

brand and vice versa. Moreover, it also finds the factors which determine the group membership as to global brand users and local brand users. Consumer's tendency to purchase the brand routinely in the future is known as consumer's purchase intention (Kumar et al., 2009; Yoo et al., 2000). The present study investigates the antecedents of consumers' purchase intention including life satisfaction, brand consciousness, emotional value, ethnocentrism, perceived quality and brand loyalty. Before this study Bhardwaj et al. (2011) conducted a research using similar constructs but different relationships and they found all relationships significant for global brands.

Research Background

No doubt Europe and the United States of America are considered main markets of foreign brands but Asian markets are also growing rapidly and offering a potential for foreign brands success. Multinational firms and manufacturing groups of foreign brands are approaching Asian markets and are contributing in their economies (Gao et al., 2009). Foreign brands are a part of new social protocol where consumer's self and social identity are determined by the brands worn on the body (Husic & Cicic, 2009). Consumers are ready to pay higher prices for foreign brands to get high quality, better design, recognition, brand reputation and uniqueness (MONASH University Business and Economics, 2007). Previous researches conducted on consumer's attitude towards local and foreign/global brands, remained confine to US and UK (Kumar et al., 2009) and emerging markets such as China and India (Lysonski, 2014, Bhardwaj, 2011) ignoring the importance of the phenomenon in developing economies. Literature suggests that consumer behaviour is not same all over the world owing to change in living style, income level, spending behaviour, education, cultural contexts, per capita income and infrastructure (Souiden, Kassim & Hong, 2006). The current study is conducted in Pakistan. Pakistan is among the next-11 economies driving global growth (Jim O'Neill, 2005) and is 6th most populous country of the world having real private consumption upto 7% and foreign imports upto 14.7% and it is likely to contribute to the global retail market in future (Goldman Sachs, 2013). Keeping with Goldman Sachs (2013), massive shifts in the world economy are occurring and it is believed that over US\$ 4 trillion to global GDP in the current decade could be due to N-11 collectively, which is higher than the estimated US contribution. Pakistan is a growing economy with an increase in GDP growth rate of 4.7% (World Bank, 2014). Although it falls in lower middle income group yet have a growing middle class income that is currently 81-77 million (PBIT).

Textile is the foundation of Pakistan economy and contributes 8.5% to GDP. Textile and clothing is integrated into the upcoming \$800 billion international textiles trade (APTMA). Although consumer

behaviour is ongoing process which cannot be forecasted by cross sectional studies yet it can be asserted that fashion industry is flourishing in Pakistan day by day, inviting both local and international players. Pakistani consumers spend a sizeable sum of money on buying apparels (Tariq & Iqbal, 2015). The current study chooses apparel brands for comparison between local and foreign brands due to uniform and wide range presence of these brands in the markets all over the world (i.e. Levi's, Calvin Klein, Marks & Spenser, Diesel and Nike). Apparel brands are leading other consumer and retail brands with an overall increase in consumption of 29% (MillWardBrown, 2014). Therefore, the study of consumers' purchase intentions towards apparel brands is relevant to research not only for academicians but also for multinational firms for understanding the psychological underpinnings of consumer behaviour towards these brands with regard to globalness.

Literature Review

Life Satisfaction and Consumers' Purchase Intention: Drawing from Andrews and Withey (1976), there is positive correlation between consumer's material accusation with happiness and satisfaction with life; therefore, consumers in developing countries try to possess global brands to show self discrepancy and better quality of life (Cooper, 1974). Life satisfaction is a global assessment of person's quality of life according to his chosen criteria (Bhardwaj et al., 2011). Further the quality of individual's life act as an indicator of material accusation in the form of goods and services (Diwan, 2000; Richins, 1994; Belk, 1985) and it significantly affects consumer preferences. Apparel interest and degree of uniqueness is important driver in shaping the consumers' purchase behaviour (Tariq & Iqbal, 2015; Solomon, 2003). Previous studies found positive relationship between life satisfaction and products such as new fashion, apparel, personal care items (Lysonski, 2014; Joung & Miller, 2007; Meadow, 1983). Bhardwaj et al. (2011) found life satisfaction positively related with brand consciousness for global brand. Analyzing above arguments, it can be concluded that buying branded apparel should reflect consumers' life satisfaction. Therefore, hypothesis 1 is stated as:

Hypothesis 1: Consumers who experience life satisfaction are more likely to prefer global brand over local brand.

Brand Consciousness and Consumers' Purchase Intention: Brand consciousness refers to a consumer characteristic of being aware of well known brands and wishing to buy a certain brand rather than others. Consumers prefer foreign/global brands as they have the capability to associate status, wealth and prestige with their self-identity and further upgrade social identity (Alden & Steenkamp, 1999, as cited in Ing et al.,

2012). Social standing is reflected explicitly in clothes wearing by people therefore an apparel brand may display self identity among individuals (Bhardwaj et al., 2011; Dodds; Solomon 2003; Workman & Kidd, 2000). Brand consciousness is somehow associated with face saving in social context in that it is actually incarcerating consumer's perceptions of living up to the standards of one's position (Tariq & Iqbal, 2015). Brands affect consumers' buying process to a large extent (Nelson & McLeod 2005; Reardon et al., 2005) and consumers intend to buy global brand due to social status, degree of uniqueness and power associated with the brand name (Vaezi, 2005). Therefore, the brand conscious people should buy global brands. Accordingly, hypothesis 2 is stated as:

Hypothesis 2: Brand conscious consumers are more likely to prefer global brand over local brand.

Emotional Value and Consumers' Purchase Intention: Emotional value is the benefit derived from the feelings or affective states (feelings of pleasure) that a product generates (Sweeney & Soutar 2001). Gobe (2001) stressed that people are interested in buying emotional experiences than merely purchasing a commodity. People in developing countries buy products from developed countries for emotional benefits correlated with high price and lack of availability in their home country (Shen et al., 2002) such as pleasure, happiness upon using these brands (Kumar et al., 2009; Kinra, 2006). Bhardwaj et al. (2011) and Kumar et al. (2009) found that emotional value has positive relationship with attitude towards global brand. Keeping in view above discussion, consumers should attach more emotional value to global brand as compared to local brand. Therefore, hypothesis 3 is stated as:

Hypothesis 3: Consumers who attach emotional value to global brand are more likely to prefer global brand over local brand.

Consumer Ethnocentrism and Consumers' Purchase Intention: The term ethnocentrism was introduced by Sumner (1906) and is represented as a moral obligation to buy and prefer domestic products over foreign made products (Sharma, Shimp & Shin, 1995). The term Consumer Ethnocentrism is introduced by Shimp and Sharma (1987). They combined consumer behaviour and economic perspective by arguing that consumers' ethnocentrism play an affective role during consumers' purchase decision for local and foreign brands (Ahmad et al., 2013). Huddleston et al. (2001) described that ethnocentric tendency has a positive association with individual's positioning about domestic products. However, Shergill et al. (2010) could not find correlation between consumers' perception and ethnocentricity among young consumers of New Zealand, and a similar pattern was determined by Jin

et al. (2010) among Chinese and Indian consumers. Literature suggests that consumer ethnocentrism exercises significant influence on consumers' attitudes towards imported products. The consumers who are less ethnocentric show positive attitude towards imported products (Kucukemiroglu, 1999) whereas those having high ethnocentrism put greater emphasis on buying local products (Vadhanavisala, 2015). Therefore, hypothesis 4 is stated as:

Hypothesis 4: Ethnocentric consumers are less likely to prefer global brand over local brand.

Perceived Quality and Consumers' Purchase Intention: Many authors argued that consumers may purchase a brand when they perceive that firms are offering the right product, quality or fulfil their need which leads consumers to purchase it repeatedly (Kim et al. 2008; Batra & Homer 2004; Gobe 2001; Yu & Dean, 2001; Stauss & Neuhaus, 1997). Due to better quality perception, consumers in developing countries readily purchase branded products even though they may not be aware of other benefits and attributes upon consumption, (Bhardwaj et al., 2011; Kinra 2006). Cordell (1992) evaluated that US consumers perceive products from UK and Canada as high quality than those from less developed countries. Chi, Yeh and Yang (2009) conducted a study among mobile phone users and found positive relationship between perceived quality and purchase intentions. Therefore, consumers' quality consciousness should intend to buy global brands due to high perceived quality. Hence, hypothesis 5 is stated as:

Hypothesis 5: Quality conscious consumers are more likely to prefer global brand over local brand.

Brand Loyalty and Consumers' Purchase Intention: Brand loyalty is the tendency to re-purchase a brand as a primary choice in the future (Yoo & Donthu, 2001) as it signals consumers' satisfaction by achieved expectations through consumption (Kim, Morris & Swait, 2008). Previous researches (i.e. Jin & Sternquist, 2003; Baik 1997; Bos, 1994) have found strong correlation between brand loyalty and brand preferences among consumers of Mexico and South Korea. Loyalty is a way through which consumers represent their satisfaction with the performance of brands (Bloemer & Kasper, 1995) resulting in commitment to a specific brand (Delgado-Ballester, Munuera-Alemán, 2001). Greater level of loyalty is indeed associated with maximum probability of repurchase (Divett, Crittenden & Henderson, 2003). Accordingly it is hypothesized that

Hypothesis 6: Consumers who are loyal to certain local brand are less likely to prefer global brand over local brand.

Research Methodology

Population and Sampling: Population of the study was consisted of apparel brand users. Maintaining the statistical power of .80 at significance level of .01, a sample of 160 respondents was selected from diverse fields of life such as university students, government servants, bankers, auditors and internees following convenience sampling technique. The use of convenience samples in behavioural investigations is one of the most contentious issues. Convenience sampling is increasingly used in social psychology and consumer behaviour research. The rationale behind using convenience sampling is that it extrapolates the natural tendency and may provide accurate correlations (Blogger, 2011). Peterson (2001) reports that 86% of empirical studies appearing in Volume 26 of Journal of Consumer Research were constituted of college students as convenience sample. However, many researchers have expressed unease about the use of a narrow database like college students in behavioural research (Sears, 1986; Wintre, North, & Sugar, 2001). Therefore, the current study is constituted of a heterogeneous sample to increase the generalizability of the results and to measure the multiple responses of different subjects who were using foreign apparel brands. Out of 160 respondents, there were 50 (31%) female and 110 (69%) male. Majority (91%) of the research participants were from an age group of 18-35 years. As far as socio-economic background is concerned, there were 48% university students, 8% government employees, 29% bankers, 6% auditors and 9% internees.

Methodology: This study was analytical and correlational in nature. It was meant to determine the relationship among antecedent and outcome variables. The study measured the consumers' preferences towards global brand over local brands across the set of independent variables. The study was aimed at measuring the relationships among various variables; therefore, it followed explanatory research technique based on survey. Unit of analysis was consumers of apparel brands. Cross sectional data was collected from consumers of apparel brand through self administered structured questionnaire by personally visiting the study organizations with minimal researcher interference. A focus group (N=6) led us to the choice of two local brands (Uniworth and Breakout)

and two global brands (Levi's and Marks & Spencer) from U.S. and U. K. respectively, to get responses.

Instrument and Data Collection Procedure: The study consisted of 6 independent variables such as Consumers' life satisfaction, brand consciousness, emotional value, consumer ethnocentrism, perceived quality of brand, brand loyalty and one dependent variable that is intention to buy a brand which was measured in terms of brand preferences towards global brand and local brand. All the measures were rated on 5-item likert scale where 1=strongly disagree and 5=strongly agree. The detailed measures along with their sources are given in Table 1.

Table 1. Sources of constructs from previous studies

Sr. No.	Construct	A	Items	Source
1	life satisfaction	.931	7	Alfonso et al. (1996)
2	brand consciousness	.870	5	Shim and Kotsiopulos's (1993)
3	Emotional value	.936	5	Sweeney and Soutar (2001)
4	consumer ethnocentrism	.927	10	Supphellen and Rittenburg (2001)
5	perceived quality	.927	3	Dodds et al. (1991)
6	brand loyalty	.815	3	Yoo, Donthu and Lee's (2000)

Data was collected by personally visiting the study organizations. For this purpose a letter was presented in the concerned department of each organization and permission was obtained for the conduct of survey. I took around two weeks to get all the questionnaires filled.

Analysis and Results

The objective of current study was to compare the respondents on the basis of their choices regarding intention to buy global and local brands across independent variables and also to find the relative importance of each of these variables in predicting consumer behaviour towards global and local brand. Therefore, the model was estimated following maximum likelihood technique using logistic regression

method with SPSS. As Logistic Regression does not follow multivariate assumptions of normality and linearity, therefore, they did not be tested. The model fit was determined by Nagelkerke R², Hosmer and Lemeshow and classification matrix. Whereas hypothesized paths were tested using Exponentiated Beta Coefficients.

Analysis of Variance

To account for heterogeneity of the sample, the analysis of variance (ANOVA) was conducted among different socioeconomic segments of population across the independent variables and the preferred brand category. As shown in Table 2, ANOVA test did not show any statistically significant difference in the responses among students, government servants, bankers, auditors and interneers to affect the generalizability of the findings. Multiple comparisons using Tuckey Post Hoc test also did not show statistically significant difference between any of the sample categories. Therefore, the results of the study can fairly be generalized to all of the segments of study population.

Table 2. Analysis of Variance based on Socio-Economic Segments of Population

	Sum of Squares	Df	F	Sig.
Preferred Apparel Brand	1.039 ^a	4	1.050	.383
	38.336 ^b	155		
Life Satisfaction	314.408	4	1.742	.144
	6995.086	155		
Brand Consciousness	122.815	4	1.340	.257
	3550.629	155		
Emotional Value	118.898	4	1.246	.294
	3696.877	155		
Ethnocentrism	428.432	4	1.319	.265
	12589.168	155		
Perceived Quality	34.421	4	.853	.494
	1563.072	155		
Brand Loyalty	136.681	4	1.656	.163
	3198.063	155		

a between group; b within group

Model Estimation and Assessment of Overall Fit: It is evident from Table 3 that the initial log likelihood function (-2LL) in the base model is 219.3 which is the likelihood before any independent variable is entered into the model. It should be larger than predicted model’s -2LL if a relationship is existed between dependent and a set of independent variables. Table indicates that -2LL of predicted model is 113.28 which is sufficiently smaller than 219.3. The difference between the two is represented by Chi-square statistic. Significant chi square value ($\chi^2 = 106.02$, $p < .001$) indicates that there is relationship between dependent and independent variables. It means independent variables in the model account for some variation in the dependent variable.

Table 3. *Goodness of fit measures*

-2LL	Chi-square	Cox and Snell R ²	Nagel kerke R ²	p-value
113.28	106.02	.485	.649	.000

Nagel kerke R square gives the percentage of variation in the dependent variable accounted for by the independent variables. The table shows that the model accounted for 64.9 % variance in dependent variable ($R^2 = .649$) thus reflecting good fitted model. It also indicated that there is strong relationship among dependent and independent variables.

Hosmer and Lemeshow goodness of fit given in Table 4 measures and compare the correspondence between the actual and predicted values of the dependent variables. For this purpose it should accept the null hypothesis of no difference. In this study we found insignificant chi-square statistic ($\chi^2 = 14.64$, $p = .066$) which indicated that there is no or minimum difference between the observed and expected values from the respondents thus indicating good fitted model.

Table 4. *Hosmer and Lemeshow Test*

Step	Chi-square	Df	Sig.
1	14.643	8	.066

Classification Matrix: Classification matrix given as Table 5 is the most reliable measure of model accuracy. It reflects the predictive accuracy of the model by classifying the respondents’ preferences into two groups (Global brand preference and Local brand preference) on the basis of purchase intention across predictors. Table indicates that 86.3% cases are correctly classified by the model.

Table 5. *Classification Table*

Observed	Predicted
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			Preferred Apparel Brand			
			Local	Global	Percentage Correct	
Step 1	Preferred Brand	Apparel	Local	58	12	82.9
			Global	10	80	88.9
Overall Percentage						86.3

It can be seen from the Table that 82.9% of the respondents who prefer local brand were correctly classified whereas for global brand this was 88.9% whereas total percentage of correct classification of respondents was 86.3%. In order to evaluate the accuracy of the model we computed the proportional by chance accuracy rate as .5078 ($.4375^2 + .5625^2$). For a model to be correctly predicted, its hit ratio (predictive accuracy) should be at least 25% larger than the proportional by chance accuracy rate. For our model we calculated proportional by chance accuracy rate to be 71.9% ($.5078 * 1.25$) which was sufficiently smaller than our predicted rate (86.3%) thus meeting the criteria. Since all the measures of goodness of fit were meeting the criteria, therefore, it was concluded that the model was good fitted.

Relative Importance of Independent Variables: Table 6 represents logits (logs of beta coefficients) and exponentiated beta coefficients. These reflect the relative contribution of each independent variable in predicting the group membership of purchase intention in terms of magnitude and direction of relationship. S.E. should be lesser than 2 to avoid numerical problems in the data. Table shows that Standard errors are not excessively large, so there was no evidence of a numerical problem like multi-collinearity with this model.

Significance of beta coefficients was measured using Wald method whereas the relative predictive power was determined in terms of percentage change ($\text{Exp. Beta} - 1 * 100$) in probabilities which is incorporated in exponentiated Beta. Table indicates that consumer life satisfaction and emotional value were the most important predictors in determining consumer choice regarding global brand. One unit increase in consumer life satisfaction increases the probability that consumer will buy global brand by 23% ($\text{Exp. } \beta=1.229, p=.003$). Similarly, one unit increase in emotional value will increase the likelihood that the consumer will buy a global brand by 40% ($\text{Exp. } \beta=1.49, p=.001$). However, brand loyalty ($\text{Exp. } \beta=.798, p=.027$) and ethnocentrism ($\text{Exp. } \beta=.895, p=.042$) were found negatively related with consumer preference of global brands but positively related with local brand which indicated that one unit increase in these variables will increase the probability that the consumer

will buy a local brand by 22.6% and 11% respectively. Whereas, brand consciousness and perceived quality did not show any significant relationship with both brand categories although beta shows comparatively better magnitude (Exp. B=1.258, p=.139) for perceived quality.

Table 6. Logistic Regression Analysis to predict Brand Preferences

Variables	B	S. E.	Wal d	Sig.	Exp(B)	Hypotheses Supported
Life Satisfaction	.206	.069	9.015	.003	1.229	Yes
Brand Consciousness	-.007	.102	.005	.943	.993	No
Emotional Value	.399	.124	10.274	.001	1.490	Yes
Ethnocentrism	-.111	.054	4.144	.042	.895	Yes
Perceived Quality	.230	.155	2.188	.139	1.258	No
Brand Loyalty	-.226	.102	4.886	.027	.798	Yes
Constant	6.289	1.085	33.604	.000	.002	

Hypotheses Testing: Hypothesis 1 stated that consumers who experience life satisfaction are more likely to prefer global brand over local brand. Table 6 indicates that consumer life satisfaction has significant positive relationship with intention to buy global brand, therefore, supporting the first hypothesis. Hypothesis 2 stated that consumers’ brand conscious is more likely to prefer global brand over local brand. The results from the data did not find significant support for this hypothesis thus rejecting it. Third hypothesis was consumers who attach emotional value to global brand are more likely to prefer global brand over local brand. This hypothesis was significantly supported from the data. Hypothesis 4 stated that ethnocentric consumers are less likely to prefer global brand over local brand. This hypothesis was also significantly supported as indicated by the results. Hypothesis 5 was, quality conscious consumers are more likely to prefer global brand instead of local brand. The study did not find significant support for this hypothesis, therefore, it was rejected. Hypothesis 6 stated that Consumers who are loyal to certain local brand are less likely to prefer

global brand over local brand. This hypothesis was also significantly supported by the study.

Discussions

The study suggest that emotional value is the most important factor to positively influence consumers' purchase intention towards global brands followed by consumer life satisfaction, whereas, ethnocentrism and brand loyalty with a local brand decrease this probability. It also suggests that respondents who experience life satisfaction and those who enjoy the association with a certain global brand prefer to buy global brands. These findings are consistent with previous research. Lysonski (2014) found positive relationship between life satisfaction and the choice of global brand in his study whereas Kumar et al. (2009) found positive relationship between emotional value and purchase intention. On the contrary, loyalty to a local brand and consumer ethnocentrism does not place value to global brands rather these consumers choose local brand. These findings are also consistent with literature as Ahmad and colleagues (2013) found similar relationship for ethnocentrism in their study. Perceived quality of the brand and brand consciousness does not influence these preferences significantly. Results show that all the hypotheses were significantly supported by the data except for the insignificant impact of brand consciousness and perceived quality.

Theoretical Implications

The study reveals some interesting results and leads to important theoretical implications. i) The insignificant relationship between brand consciousness and intention to buy global brand and ii) the insignificant relationship between perceived quality and intention to buy global brand. These results are contrary to previous researches as Bhardwaj et al. (2011) found positive relationship between brand consciousness and loyalty with global brand. Also it is proven from previous researches that people, who use brands as status symbol or personal identity, prefer global brand (Ing et al., 2012). Brand consciousness is reported as the psychological preference towards brand name of products (Sproles & Kendall, 1986) and consumers use it as a reference of quality while purchasing (Husic & Cicic, 2009). But literature on retailing suggests that emotional value is stronger driver of consumer satisfaction (Babin et al., 1994; Machleit & Mantel, 2001). People tend to keep a consistency between their emotions and related satisfaction in the retail market (Gardner, 1985). In such consumption environment where consumers experience abundant psychological “extras”, emotional values play a heightened role in creating satisfaction (Oliver, 1997). For them the activity of shopping and consumption is driven by fun and they purchase and use the products to meet the criteria of success (Holbrook &

Hirschman, 1982). They hold the belief that more possession will enhance their self identity, social and materialistic status (Chan & Prendergast, 2007). They prefer to buy the product for psychological comfort not for utilitarian benefits so they don't focus on attributes. They are emotionally involved in purchasing to shed mask on their feelings of discrepancy and uniqueness (Dittmar, 2005).

Building on above evidences, one possible explanation of brand consciousness not strongly affecting purchase intention towards global brand may be that people who have more emotional values will be less brand conscious. This relationship thus needs to be investigated in future researches for finding the key factors underlying the phenomenon. The insignificant relationship between perceived quality and intention to buy global brand is also very surprising as Kumar, Lee and Kim (2009) directly measured this relationship and, even contrary to their expectations, they found negative relationship between perceived quality and purchase intentions. However, Li et al., (1994) and Yoo and Donthu (2001) found positive association between these variables. One possible explanation of this relationship being insignificant is that the respondents may found other psychological factors more appealing, instead of quality, for the choice of a global brand. Further, Kim and Pysachik (2000) found status and functional features like fashionable design and colour as important antecedents influencing purchase decision of foreign apparel products (Kumar et al., 2009). Douglas and Isherwood (1979) suggest that in developing countries, societies possess social comparison which negotiates status and prestige. In such instances the brands chosen by consumers often serve non utilitarian functions. However, more studies are suggested to investigate other key determinants as an alternative to perceived quality of global brand.

Managerial Implications

The study also offers important practical implications. It provides a comprehensive guideline to the manufacturers of different national and international brands and retailers in Pakistan to develop their marketing strategies. It suggests that the manufacturers of international brands in Pakistan should cater the market segments that represent high earning and esteemed groups, for more sales and market share. International retailers, who wish to enter in Pakistan market, should focus on different brand components and advertising campaigns which may catch consumer emotions and attention to attract them towards specific global brand. Moreover, it helps the manufacturers as well as the market researchers in finding the grounds for local brands failure in local market in the form of life satisfaction and emotional value. It directs the manufacturers and retailers to enhance ethnocentric emotions in local consumers and also to strive for building loyalty to get them engaged in the purchase of local brands.

Theoretical Contributions

The present study contributes to consumer behavior literature in two ways. First, previous researchers studied global brands with explicit reference to one US apparel brand - Levi's using a sample of university students only whereas this research has got responses on brands of U.S., U.K. and Pakistan from respondents belonging to diverse fields of life such as auditors, bankers, Government servants and students. Second, this research uses the unique combination of factors in determining the global brand choices by using logistic regression model to predict the group membership of consumers based on brand preferences across various determinants. These distinctions from previous literature will provide researchers with a theoretically grounded approach to measuring consumer behaviour in a more nuanced way.

Managerial Contributions

This research is significant for practitioners too in that it will provide global strategic minds an insight to grasp the impulse of potential international consumers, particularly living in Pakistan, by focusing on significant predictors of purchase intentions towards global brands such as emotional value and consumers' life satisfaction. It also answers the question why global brands should be considered a significant part of the strategic marketing plan in order to increase sales, create a positive store image and how it can affect consumers' intentions to buy global brands in comparison of local brands. Moreover, it will also help the local retailers and manufacturers to secure local market share by carefully planning about ethnocentric emotions and creating brand loyalty.

Limitations and Future Directions

This study is conducted in one cultural context (Pakistan) therefore the findings cannot be generalized to other cultures. A cross cultural study is suggested using diverse country selection to study consumers purchase intentions towards global and local brands. The data was collected using convenience sampling which may not truly represent the population. A random sample selection is therefore suggested for future studies to draw more effective and representative conclusions about the population. Small sample size compel limitation on measurement techniques and generalizability, future studies are suggested using sufficiently large sample size and inclusion of more cities in the context of Pakistan. A mix of brand category is suggested to study for measuring consumer purchase behavior inspite of using only apparel brands for future studies.

Conclusions

This study empirically investigates the psychological mechanism underlying consumers' preferences of global brands over local brands among the consumers of Pakistan. It examines the unique combination of processes such as consumers' life satisfaction, brand consciousness, emotional value, ethnocentrism perceived quality and brand loyalty that help in shaping the consumer purchase intentions towards global brand. The entire set of hypotheses was significantly supported except the insignificant effect of perceived quality and brand consciousness. Findings of the study suggest that emotional value and life satisfaction are the most critical success factors behind global brand choice whereas ethnocentrism and brand loyalty act other way round. It is implied that both emotional value and life satisfaction from global brand may increase consumers' self-identity and enhance their social status therefore global brands should be a part of their life so that they feel themselves unique, superior and perfect. This study will provide global strategic minds, an insight to grasp the impulse of potential international consumers, particularly living in Pakistan. It is concluded from above discussion that global branding should be considered a significant part of the marketing plan to boost company sales. Therefore, managers should design their marketing campaign in such a way that may boost consumers' emotional values and increase life satisfaction through purchasing of global brands. This study will prove a milestone in consumer behaviour literature by opening up new horizons for more research in this area.

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