

UNIVERSITE DE DROIT, D'ECONOMIE ET DES SCIENCES D'AIX MARSEILLE
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PERCEIVED BRAND GLOBALNESS
AS A DRIVING FORCE
TO PURCHASE INTENTION :
THE MODERATING EFFECT
OF CONSUMER ETHNOCENTRISM

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W.P. n° 869

January 2010

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Abstract

The study explores the relationship of perceived brand globalness (PBG) with the consumer's purchase intention (PI) and the mediating role of perceived brand quality (PBQ) and perceived brand prestige (PBP) in this relation. Further, it investigates the moderating role of consumers' ethnocentrism (CE) on the relation between perceived brand globalness and consumer's purchase intention. Based on the recent literature review a model is proposed which is empirically tested through structural equation modeling. The study concludes that consumers perceive product quality to be the most important attribute while considering the purchase of a global brand. Ethnocentrism was also found to perform a moderating role on the relation between perceived brand globalness and consumers' purchase intention. Managerial implications are offered, at the end, based on the findings of this study enhancing our understanding of the preferences of consumers for global brands.

Key Words: Consumer Ethnocentrism, Purchase Intention, Global Brands, Consumer Behavior

Résumé

L'étude explore la relation entre l'envergure internationale de la marque et l'intention d'achat du consommateur et le rôle médiateur de la qualité et le prestige perçus de la marque. De plus, elle étudie le rôle modérateur de l'ethnocentrisme du consommateur sur la relation entre l'envergure internationale perçue de la marque et l'intention d'achat du consommateur. Sur la base d'une revue de la littérature récente, un modèle est proposé, qui est testé empiriquement par le procédé des équations structurelles. L'étude conclue que la qualité du produit perçue par le consommateur est l'attribut le plus important lorsqu'on considère l'achat d'un produit de marque globale. Il a été également constaté que l'ethnocentrisme exerce un rôle modérateur sur la relation entre l'envergure internationale perçue de la marque et l'intention d'achat des consommateurs. Les conclusions de cette étude permettent de proposer des implications pour les gestionnaires et améliorer la compréhension des préférences du consommateur pour les marques globales.

Mots clés: comportement du consommateur, ethnocentrisme du consommateur, intention d'achat, marques globales.

1 Introduction

The present study is an attempt to conceptually identify and empirically test the interrelations between perceived brand globalness and consumer's purchase intention, moderated by consumer ethnocentrism. The study begins with a review of the literature pertaining to the global and local brands, consumer behavior regarding purchase, and then moves to the concept of consumer ethnocentrism. A number of hypotheses are then proposed. The methodology used to test the hypotheses, the results of the study then follow. The paper concludes with the implications, limitations, and future research avenues.

The debate on global marketing has been a subject of research for over thirty years (Levitt, 1983; Jain, 1989). In order to understand global brands we have a number of contributions from researchers (Kapferer, 1992; Aaker, 1999). However, within this context little attention has been given to local brands (Schuiling and Kapferer, 2003). We can find local brands mentioned in a few articles (Wolfe, 1991; de Chernatony et al., 1995; Kapferer, 2000, 2002; Schlosser, 2002). In the last few years, a number of companies have engaged in reducing brand portfolios with preference given to global brands (Johansson and Ronkainen, 2004).

The literature shows numerous studies on consumer ethnocentrism in developed and developing countries (Papadopoulos, Heslop and Beraes, 1990; Netemeyer, Durvasula and Lichtenstein, 1991; Batra et. al., 2000; Luque, Ibanez and Barrico, 2000; Douglas and Nijssen, 2002 ; Bawa, 2004). Shimp and Sharma (1987) think that the concept of consumer ethnocentrism can improve understanding of how consumers and corporate buyers compare domestic with foreign-made products and how and why their judgments may be subject to various forms of bias and error (Nisbett and Ross, 1980; John, Scott and Bettman, 1986). Highly Ethnocentric Consumers judge the products by stressing the positive aspects of domestic products and reducing the virtues of foreign ones.

1.1 Objective

The objective of this study is to investigate the perceptions of consumers about global brands versus local brands, what leads the consumers to purchase the global brands, and to gauge the extent of consumer ethnocentrism as a moderating variable, on these perceptions. Steenkamp et al. (2002) showed that perceived brand globalness is positively associated with both the perceived brand quality and perceived brand prestige leading consumers to purchase the global brands; their study also concludes that consumers with low ethnocentrism have stronger quality association with the global brands. We have further extended their work by

testing the moderating role of consumer ethnocentrism upon the relationship between perceived brand globalness and perceived brand quality and on the relationship between perceived brand globalness and perceived brand prestige too. If global brands (such as Mercedes, Sony or Apple) are generally associated with prestige and quality, there is a dearth of understanding the “prestige” and “quality” constructs for global brands in developing countries. Does perceived brand globalness suffice to favor purchase? Is it because brand globalness favors quality perceptions that consumers prefer global brands? Or is prestige the important factor driving consumer preference? What is the role of consumer ethnocentrism? Do consumers high on ethnocentrism degrade quality or prestige perceptions generally associated to global brands? The current research is an attempt to answer these questions. There is a gap in the literature and effects of perceived brand globalness need to be studied in emerging countries where the dilemma facing consumers when having to choose between global brands or local brands is the most acute.

1.2 Global versus Local Brand

We have a dearth of formal definitions of global brands in the literature, but it's commonly agreed that global brands are the one that consumers can find under the same name in multiple countries with generally similar and centrally coordinated marketing strategies (Yip, 1995) whereas the local brand are developed for a specific national market. The essence of local brands' strength is their being local; these are often more than brands, they are institutions (Kapferer, 2002). The local brands can also exploit the patriotic sense associated with the usage of the local brands to survive in this competitive world.

In marketing circles, there are endless discussions as to how to reconcile global brand strategies with local cultural and market differences (Mitchell, 2000). The dilemmas are well known. In the west, the colour white stands for purity, for example; but, in India it represents death; yellow is the symbol of hatred in west while in India and Pakistan it represents the season of spring. To be successful in the market, the marketers have to decide when and where to ignore local differences to attain global synergies. Some researchers believe that consumers do not want global brands because they are global, but because they ensure to deliver better value than their local competitors.

A global brand's presentation varies according to the local conditions; (e.g.) global brand Coca-Cola's marketing campaigns are increasingly tailored for local markets and the consumers. In Mexico, for example, Coke is sold more as a food (because of its high sugar content) (Mitchell, 2000). In Pakistan it stresses on “oneness” during the holy month of

Ramadhan, to integrate itself into the lives of Pakistanis. McDonald in France will be less spicy in France as compared to McDonald in Pakistan. Due to diversified ethnic beliefs McDonald in India is not supposed to sell cow meat in any form; and not to sell pork in Pakistan. The brand is global, but the product totally customized to the customers of each country.

1.3 Consumer Ethnocentrism

Consumer ethnocentrism implies that buying imports is wrong because it is unpatriotic and detrimental to the domestic economy and employment (Supphellen and Grønhaug, 2003). Consumer ethnocentrism refers to the beliefs regarding the appropriateness of purchasing foreign-made products (Sharma et al., 1995; Bawa, 2004). The credit for inspiring research into the phenomenon of consumer ethnocentrism goes to Shimp and Sharma (1987), who developed and psychometrically validated a scale called Consumer Ethnocentric Tendencies Scale (CETSCALE). The CETSCALE consists of 17 items which measure the tendency of consumers to act consistently towards foreign and domestic products.

The global business environment stresses the fact that the success of a company outside of its borders relies on the ability to understand and meet customers' needs (Czinkota et al., 2000). Research has shown that people from developed, more modern nations, tend to be less ethnocentric than their counterparts in developing and emerging nations (Lindquist et al., 2001; Sharma et al., 1995).

As observed, in some non-Western countries, consumers may generally regard foreign (Western) products as being better than domestic ones (Supphellen and Grønhaug, 2003). In this context we can have a look at the findings by Papadopoulos et al. (1990) that Hungarians generally evaluated Western products more positively than national products; Ettenson (1993) reported similar findings for Russian consumers, so it can be conveniently said that in these countries, even highly ethnocentric consumers may prefer Western products (Supphellen and Grønhaug, 2003).

The multinational companies must know the level of consumer ethnocentrism across countries to make their brand acceptable and preferable. The bulk of earlier research on consumer ethnocentrism, which focused on theory development, conceptualization, operationalization of measurements and validation of the instrument, has been conducted in the US (Vida and Fairhurst, 1999). However, more recent empirical studies investigating the impact of ethnocentricity on purchase behavior indicate that this construct offers an excellent

potential for international consumer research, particularly in those economies which have recently been subjected to fundamental macroeconomic and political transformations (Durvasula et al., 1997; Netemeyer et al., 1991). From a managerial perspective, ethnocentrism refers to consumers' preference for domestic products and prejudice against imports (Yelkur et al., 2006). Across cultures, researchers have demonstrated that ethnocentrism is a global phenomenon, but there are differences in the degree of ethnocentrism expressed by consumers, depending on the country under study (Javalgi et al. 2005).

2 Hypotheses

Any brand refers to a product's design, performance, quality and prestige. The consumer may infer that the global brand is of high quality since high quality is helping this brand to be globally accepted (Kapferer 1997; Keller 1998). This can be supported by examples, ads for Pentene and Ariel show brand quality testimonials from experts in different countries. So the hypothesis regarding perceived brand quality is:

H1: Perceived brand globalness positively impacts consumer's perception of brand quality.

The other aspect, that consumers may develop global brand purchase intention because of higher prestige (Kapferer, 1997) has also been stressed upon by some of the researchers. Kochan (1996) also refers to the fact that global brands are the most admired. Another view is that the higher prestige of the global brands may be due to the scarcity and higher price compared to the local brands (Bearden and Etzel, 1982; Batra et al., 2000; Steenkamp et al., 2003) and this makes global brands preferable. The research supports the idea that higher price and much scarcity creates high level of Prestige appeal (Bearden and Etzel, 1982; Steenkamp et al., 2003). The empirical evidence that global brands boost brand prestige needs to be added to the literature, so the next hypothesis is:

H2: Perceived brand globalness is positively connected to the consumer's perception of brand prestige.

Some authors perceive that consumer may prefer global brands because of the connotation of higher prestige (Kapferer, 1997). Still another variable may exist, i.e., global brands imply "cosmopolitanism" (Thompson and Tambyah, 1999). Yet some researchers believe that the global brands can affect the consumers' purchase intention as they perceive that it will enhance their self-image as being cosmopolitan, sophisticated, and modern (Friedman, 1990). So it leads to the next hypothesis:

H3: By controlling quality and prestige, perceived brand globalness positively affects consumer's purchase intention.

The literature shows that the most compelling force that drives the consumers to the purchase intention of any global brand is the quality. The common observation and recent empirical studies have shown that brands perceived as global induced better quality ratings, which in turn increased desire to buy (Kapferer, 2001).

Typically the global brand is perceived as of higher quality than the local brand and carries a premium price (Ueltschy, 1998). Steenkamp et al. (2003) also refer to the same; perceived quality is the primary driver of purchase likelihood, irrespective of product category, consumer segment or time frame (Jacoby and Olson, 1985), so the next hypothesis is:

H4: Out of the three paths through which perceived brand globalness is related to consumer's purchase intention, the path through perceived brand quality is the strongest.

Juric and Worsley (1998) have noticed that consumers' ethnocentrism appears to be a strong determinant of general attitudes towards foreign products relative to domestic products (Wall and Heslop, 1986; Shimp and Sharma, 1987). In a study of New Zealanders' general attitudes towards foreign and domestic food products, Juric et al., (1995) found that consumer ethnocentrism accounted for a small but significant proportion of purchasing behavior (Juric and Worsley, 1998). This leads us to the next hypothesis:

H5a: Consumers ethnocentrism moderates the relationship between perceived brand globalness and consumer's purchase intention; the stronger the consumer ethnocentrism, the weaker the relationship.

H5b: Consumers ethnocentrism moderates the relationship between perceived brand globalness and perceived brand quality; the stronger the consumer ethnocentrism, the weaker the relationship.

H5c: Consumers ethnocentrism moderates the relationship between perceived brand globalness and perceived brand prestige; the stronger the consumer ethnocentrism, the weaker the relationship.

2.1 Theoretical Model

Based on the literature review a theoretical model has been proposed, showing relationship between the hypotheses.

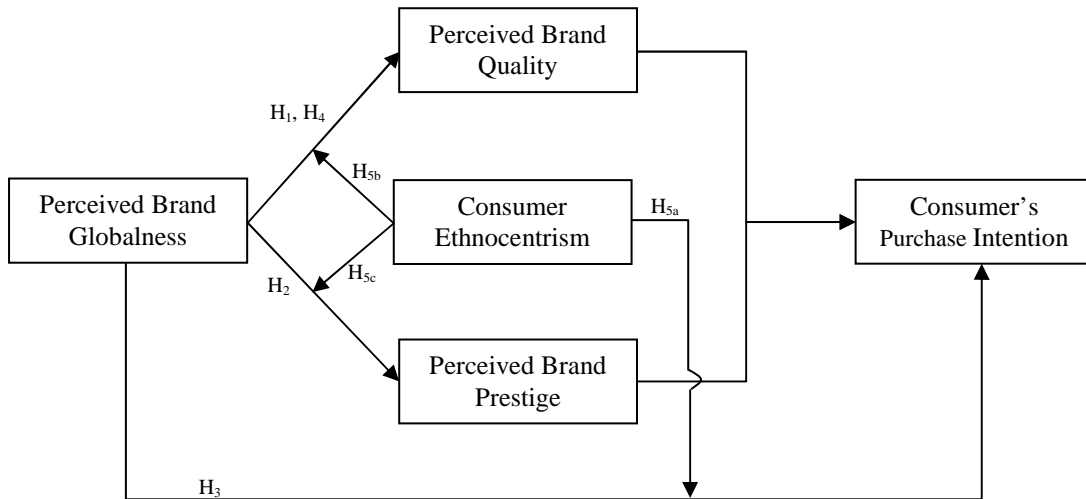


Figure-I: Theoretical Model

In this model consumer's purchase intention is the dependent variable, depending on the perceived brand globalness, perceived brand quality and perceived brand prestige. Consumer ethnocentrism is the moderating variable.

3 Research Methodology

Lee et al. (2003) pointed out that web-based surveys have great potential for the inclusion of multimedia functions that may be useful in soliciting opinions on a variety of topics (Johnson, 2002); also, with the availability and advancement of technology the adoption rate of the internet is quickly becoming a replacement technology for telephone surveys, just as telephone surveys replaced personal interviews in the 1970s (Manfreda et al., 2002). The web-based surveys minimize the costs of both data collection and analysis; this benefit is increasing its usage in research. When we want to collect data from a large sample, it's time effective and cost effective via the web and results can be available much quicker than traditional survey techniques (Johnson, 2002). A web-based survey, using a sample drawn from a population of Pakistani consumers of global and local brands, was conducted in May 2008.

3.1 Product Selection

Products were selected keeping in view that these are accessible and affordable to all social classes and also used by all ages and education levels. Six product categories (with brands) were randomly selected including: Soft Drinks (Coca Cola, Amrat Cola); Milk (Nestlé, Haleeb); Tea (Yellow Label, Supreme); Drinking water (Nestlé, Sufi); Cooking oil (Dalda, Habib); Shampoo (Dove, Bio Amla). To avoid respondents fatigue and bias, the product categories were rotated across questionnaires. Two categories having four brands were

rotated in each questionnaire. Only the brand labels were used, excluding any images. Each product category's brands were also rotated in each questionnaire making each respondent answer questions for four brands from two categories. Several authors have reservations that bias due to non-independence of observations is small when sample size is large (Hunter and Schmidt, 1990; Steenkamp et al., 2003).

3.2 Instrument

The scale was developed based upon recent literature. Perceived brand globalness was measured by using an adopted and modified version of Steenkamp et al. (2003); perceived brand prestige by the scale of (Han and Terpstra, 1988); perceived brand quality by the scale of (Keller and Aaker, 1992); brand familiarity (BF) was measured by using an adopted and modified version of (Steenkamp et al., 2003); consumer's purchase intention by the scale of (Dodds et al., 1991). Consumer ethnocentrism was measured using 4-items from CETSCALE, having highest loading, developed by (Shimp and Sharma, 1987) which was designed to measure the tendency of individual respondents to purchase domestic brand rather than foreign brand and vice versa for the similar product. All scales used in the study are given in the appendix. All items used for this study were measured on 7-point likert scale from strongly disagree (1) to strongly agree (7).

3.3 Sample

Before collecting data, qualitative and quantitative methods were used for the cross cultural adaptability of data. Emails carrying invitations to the survey links were sent among the Pakistani consumers of global and local brands, eliciting 130 respondents (each respondent filled four questionnaires so $130 \times 4 = 520$ filled questionnaires). Out of this, 17 respondents (with 68 invalid questionnaires) containing atypical cases, repeated or incomplete responses were eliminated, finally obtaining 113 valid respondents (452 filled questionnaires). Out of 113, 66(58.4%) were male and 47(41.6%) were female. There were 3(2.7%) respondents below 20 years of age, 64(56.6%) were from 20 to 29 years, 45(39.8%) from 30 to 39 years and 1(0.9%) was above 40 years of age.

4 Results

The data obtained from sample ($n=452$) was subjected to a combination of factor analysis (Anderson and Gerbing, 1988), and reliability evaluation (Churchill, 1979) to verify the postulated unidimensionality of the underlying constructs. All scales used for this experiment

were 7-point likert scales and the negatively correlated items were reverse coded. The approach was to apply the confirmatory factor analysis testing the validity of the scale for the relationships between perceived brand globalness and consumers' purchase intention.

4.1 Confirmatory Factor Analysis

The CFA, using AMOS with maximum likelihood (ML) estimation method, was conducted to ensure the validity of the scale. All items loaded on the appropriate factors and all loadings were significant ($p < 0.01$). Results for the proposed model revealed an adequate fit ($\chi^2 = 322.508$, $df = 98$, $GFI=0.913$, $AGFI= 0.879$, $TLI=0.959$, $CFI= 0.965$ and $RMSEA= 0.071$). The Jöreskog rho was selected to test the reliability of internal consistency of the scale as it is less sensitive to the number of items. The coefficient of Jöreskog rho for perceived brand globalness is 0.939; perceived brand quality is 0.898; perceived brand prestige is 0.967 and consumer's purchase intention is 0.936. All these values signify high level of reliability of the scale. For convergent validity, the average variance extracted (AVE) was assessed and found to be greater than 0.5 for each construct, thus convergent validity was present. Moreover, the average variance extracted for each dimension was greater than the shared variance (Fornell and Larcker, 1981), which shows the discriminant validity of the scale.

CFA was also carried out for consumer ethnocentrism (CE) that was measured by four items. The fit indexes of one-dimensional CFA model for Consumer's Ethnocentrism indicated overall adequate fit to the data, as evidenced by ($\chi^2 = 5.611$; $df= 2$, $GFI=0.994$, $AGFI= 0.970$, $TLI=0.982$, $CFI= 0.994$ and $RMSEA= 0.063$). All the factors loadings are above 0.56 and significant at $p<0.01$. The coefficient of Jöreskog rho (0.806) indicates reliability of the construct. The average variance extracted was 0.51 which was greater than the minimum level of 0.5 proposed by Fornell and Larcker (1981) for convergent validity.

4.2 Test of hypotheses

Combining Likert-scales into summated ratings or average summated scores is a well established procedure; further the new transformed composite variable is comparable in scaling to the original scale (Hair et al., 2007). This approach, typically leads to precise structural estimates, provided the measures are unidimensional (Bandalos, 2002) as is the case in this study. To validate the hypotheses and estimate the structural relations between the constructs the items were averaged for each scale to obtain composite scale. The mean and standard deviation of the averaged items are reported in Table-I.

Table-I: Mean and Standard Deviation of Constructs

Construct	Mean	Std. Deviation
Perceived Brand Globalness	4.37	2.063
Perceived Brand Quality	5.16	1.240
Perceived Brand Prestige	3.22	1.222
Consumer's Purchase Intention	4.96	1.607
Consumer's Ethnocentrism	1.45	.498
Brand Familiarity	5.42	1.237

To verify the hypothesis concerning the relationship between perceived brand globalness and consumer's purchase intention a path model was designed. Given the sample size ($n = 452$) and degrees of freedom (1), we found a significant chi-square ($\chi^2 = 4.595$) and fit indexes indicated overall adequate fit to the data, as evidenced by the goodness-of-fit index (GFI) of 0.995, the tucker lewis index (TLI) of 0.950, the comparative fit index (CFI) of 0.984, were all over the .90 threshold proposed by Hu and Berntler (1999). Furthermore, the root mean square error of approximation (RMSEA) was .089 which is slightly above 0.08 threshold proposed by Browne and Cudeck (1993).

In order to see the significance of the relationship between perceived brand globalness and consumer's purchase intention we have analyzed the path estimates between these concepts. Table-II reports the standardized regression estimates that show the relationship between different constructs in the model.

Table-II: Standardized Estimates for the overall model

From	To	Std. Reg. Estimate	S.E.	C.R	P Value
Direct Effects					
PBG	PBQ	0.418*	0.038	11.000	< 0.001
PBG	PBP	0.303*	0.043	7.047	< 0.001
PBG	PI	0.055	0.042	1.310	Not Sig
PBQ	PI	0.406*	0.05	8.120	<0.001
PBP	PI	0.06	0.05	1.200	Not Sig
Indirect Effects					
PBG	PI	0.186*	0.024	7.750	<0.001
Total Effects					
PBG	PI	0.246*	0.038	6.474	<0.001

The value of standardized regression estimate (0.418) from perceived brand globalness to perceived brand quality is significant ($p < 0.001$). This supports H1, showing that from the perspective of the consumers, global brands bear very high quality. This finding is inline with the previous research. For international and global brands, research shows that perceived

brand globalness could create consumer's perception of brand superiority (Kapferer, 1992, 2004; Shocker et al., 1994).

Perceived brand globalness was found to be positively associated with brand prestige; this has been augmented by the standardized regression estimate (0.303) which is significant ($p < 0.001$), this supports H2. This signifies that consumers believe that any global brand will be carrying prestige, enhancing their self-image by adding a touch of modernity to their personalities. Schuiling and Kapferer (2004) have also referred to the same: in addition to quality, international and global brands have been associated with high prestige or status (Batra et al., 2000; Kapferer, 1992). Recent empirical studies have demonstrated that prestige is the second factor driving global brand preference (Steenkamp et al., 2003; Schuiling and Kapferer, 2004). Some authors have shown that consumers prefer brands that they perceive as originating from a nonlocal country, especially from Western countries, more than they do local brands and that preference is linked to perceived quality (Alden et al., 1999; Schuiling and Kapferer, 2004). As the standardized regression estimate (0.055) between perceived brand globalness and consumer's purchase intention was not significant; this rejects H3.

The relationship between perceived brand globalness and perceived brand quality was found to be the strongest, supporting H4. Research also confirms that quality is among the most important factor that drives consumers' preference for global brands (Holt et al., 2004; Steenkamp et al., 2003; Schuiling and Kapferer, 2004). This also implies that the companies should also adopt strategies to improve their quality and not just drop their local brands.

It was found that out of the three hypothesized relationships between perceived brand globalness and consumer's purchase intention, the one through perceived brand quality is the strongest; this supports H4. This conclusion has been reached by comparing the magnitudes of the direct effect of perceived brand globalness on consumer's purchase intention with its indirect effects through perceived brand quality and perceived brand prestige. The magnitude of direct effect of perceived brand globalness on consumer's purchase intention is 0.055 whereas the total indirect effect is 0.186, with 92% through perceived brand quality and 8% through perceived brand prestige.

4.3 Moderating effect of Consumer Ethnocentrism (CE)

To examine the moderating effect of consumer ethnocentrism the sample was divided into two groups of high and low ethnocentric on the basis of median-split samples. The model estimated simultaneously on the two groups had a good fit as ($\chi^2 = 4.578$, $df = 2$, $GFI = 0.995$,

AGFI=0.950, TLI= 0.941, CFI=0.990, RMSEA=0.054). To examine the significance of the relationships in both the groups, the unstandardized regressions estimates were analyzed. The results of the unstandardized regression estimates are reported in Table-III.

Table-III: Unstandardized structural estimates for CE

	Estimate	S.E.	P Value
Low Ethnocentric			
PBG→PBQ	0.306*	0.035	<0.001
PBG→PBP	0.226*	0.036	<0.001
PBG→PI	0.199*	0.047	<0.001
High Ethnocentric			
PBG→PBQ	0.180*	0.038	<0.001
PBG→PBP	0.120**	0.039	<0.01
PBG→PI	-0.120	0.057	n.s.

Consumer ethnocentrism is found to have moderating effect as there is a significant difference between the regression estimates of the two groups of high and low ethnocentric consumers, this supports H5a, H5b and H5c. These results show that for high ethnocentric consumers, perceived brand globalness does not lead to purchase intention whereas for low ethnocentric consumers, perceived brand globalness leads to purchase intention. Previous studies have found that high ethnocentrism scores are related to reluctance to purchase foreign products and tendencies to evaluate them negatively (Shimp and Sharma, 1987; Saffu and Walker, 2005; Nijssen and Douglas, 2004). Consumers who are highly ethnocentric are unwilling to purchase foreign products and tend to look at the issue of buying foreign goods as a moral rather than just an economic problem (Yelkur et al., 2006). Higher levels of consumer ethnocentrism should be negatively related to purchasing foreign products (Herche 1992; Witkowski, 1998).

Consumption behavior research in recent years has focused on the phenomenon of ethnocentrism which, when applied to marketing situations, has substantial implications for import purchase behavior (Vida and Fairhurst, 1999). If the choice is between a domestic and a foreign good, then highly ethnocentric consumers will be likely to choose the domestic product (Klein, 2002). Ethnocentricity could also be used to predict buying intentions for domestic or foreign products as well (Upadhyay and Singh, 2006). Consumer ethnocentrism is believed to be a personality trait affecting an individual's attitudes, intentions, preferences and purchase behavior (Vida and Fairhurst 1999; Lee et al., 2003).

Consumer ethnocentrism has been found to predict judgments of the quality of foreign products (Lee et al., 2003). Ethnocentric consumers tend to purchase domestic products even if the quality is lower than that of imports (Wall and Heslop, 1986; Yelkur et al., 2006). Moreover, highly ethnocentric consumers believe in the low quality of foreign products

(Netemeyer et al., 1991; Witkowski, 1998). Ethnocentric consumers are not motivated to learn about foreign brands on the attribute level while consumers who are low on consumer ethnocentrism will be motivated to do so (Supphellen and Grønhaug, 2003).

5 Discussion and Conclusion

Consumers' evaluation and purchase intention of foreign goods in developing countries has been of great interest to the marketers. The current study has contributed by exploring the consumer's purchase intention of the global brands in the developing country. Consumers who have only moderate levels of nationalistic feelings, who live in a developing economy open to imports, and who feel economically vulnerable are likely to buy foreign goods (Heslop and Papadopoulos, 1993). Upadhyay and Singh (2006) explain that ethnocentrism does not find much ground in developing countries; where consumers have shown preference for imported goods (Mohammad et al., 2000; Papadopoulos et. al., 1990); they tend to perceive domestic products as being of inferior quality than imported products (Batra et. al., 2000; Wang et al., 2000) and, therefore, it acts as a moderating variable to consumer intention for purchasing foreign goods. The current study shows that high ethnocentric consumers don't have an inclination to buy the foreign goods; while low ethnocentric consumers don't mind buying the foreign goods.

In this competitive world the domestic industries can survive against their more sophisticated foreign competitors by understanding the complex idea of consumer ethnocentrism, this may include the creation of effective public awareness campaigns promoting high-quality domestic products, competitive with their foreign competitors. This establishes the importance of understanding the Ethnocentrism effect which can be used as a powerful marketing tool to impact consumer's purchase intention. Regarding the imported products, sensitive issues which may damage consumers' patriotic emotions must be avoided; this will definitely bring exciting outcomes. Any company may try to do some charity work to create its favorable image and to weave itself into the thread of the society of the target country as Ariel is doing in Pakistan. This helps in decreasing the anger and animosity of the consumer leading to purchase of that product. Also by exploring the antecedents like individual needs for identity and desire for social acceptance, understanding of consumer ethnocentrism will be enhanced.

This study is cross-sectional in nature and has not measured how ethnocentrism evolves over a period of time. Further research should examine changes in ethnocentrism levels for

Pakistani consumers, as many changes have occurred in Pakistan and other developing countries like high rate of imports or the evolving global market.

The present research has focused on knowing how perceived brand globalness acts as a driving force to the consumer's purchase intention, in the context of products. The future research can explore the same in the context of services. There is a lack of interest in services, although it possesses a worth-mentioning share of world trade. Another interesting future avenue can be does ethnocentrism apply to services? Future studies should explore the role of demographic variables on diverse sample of respondents, and include factors such as income, education and culture.

To conclude we can say that through this study an attempt has been made to investigate how ethnocentrism affects the purchase intention of the consumers of developing countries more specifically Pakistani- consumers' purchasing intention. We now see the companies have become more global and there is a strong emphasis on consumer in contemporary business, which emphasizes an understanding of the consumer behaviour along with its facets. Consumers' purchase intentions are influenced by numerous cultural and behavioral variables which also include values and beliefs. This refers to the need of thorough understanding of consumers' decision-making processes across different cultures, countries, and time.

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Appendix: Survey Instrument

The following questions were measured on seven points Likert scale from strongly disagree (1) to strongly agree (7).

Perceived Brand Globalness (Steenkamp et al., 2003) Modified

- To me this is a global brand /To me this is a local brand.
- I don't think consumers overseas buy this brand / I do think consumers overseas buy this brand.
- This brand is sold only in Pakistan /This brand is sold all over the world.

Perceived Brand Quality (Keller and Aaker, 1992)

- This brand is very low on overall quality / This brand is very high on overall quality.
- This is a brand of inferior quality / This is a brand of superior quality.

Perceived Brand Prestige (Han and Terpstra, 1988)

- This is a very prestigious brand / This is not a very prestigious brand.

Brand Familiarity (Steenkamp et al., 2003) Modified

- This brand is very familiar to me / This brand is very unfamiliar to me.
- Everybody here has heard of this brand /Almost nobody here has heard of this brand.
- I am not at all knowledgeable about this brand /I am very knowledgeable about this brand.
- I have never seen advertisements for it in magazines, radio, or TV /I have seen many advertisements for it in magazines, radio, or TV.

Consumer's purchase Intention (Dodds et al., 1991)

- I would not buy it (assuming it was available) / I would certainly buy it (assuming it was available).
- I am not at all likely to buy it (if available) / I am very likely to buy it (if available).

Consumer Ethnocentrism (Shimp et Sharma, 1987) Modified

- Purchasing foreign made products is un-Pakistani.
- Pakistani should not buy foreign products because this hurts Pakistani business and causes unemployment.
- A real Pakistani should always buy Pakistani-made products.
- It is not right to purchase foreign products.